

SOUTHERN AUTOMOTIVE JOURNAL

COVERS THE
19 SOUTHERN AND
SOUTHWESTERN STATES

PASS IT ON!

OWNER	<input type="checkbox"/>
GEN. MGR.	<input type="checkbox"/>
SERV. MGR.	<input type="checkbox"/>
PARTS MGR.	<input type="checkbox"/>
FOREMAN	<input type="checkbox"/>
SHOP	<input type="checkbox"/>

December, 1953

Contents Page 26

A syllogism*

1

Cylinders wear most at the TOP

2

Chrome plated rings retard wear

3

Therefore, TOP rings must be chrome plated to retard cylinder wear



No so-called "chrome" piston ring set is complete unless it offers the protection of chrome on the TOP ring as well as on the oil ring! For the top ring operates where *most wear occurs*...where heat is highest, pressure is greatest, and lubrication is poorest! Top rings *need* chrome protection!

Because it provides *double wear protection* ...with chrome on *both* the top ring and oil ring...Perfect Circle's 2-in-1 chrome set seals compression and controls oil for over twice as long as old style ring sets! Perfect Circle Corporation, Hagerstown, Indiana; The Perfect Circle Co., Ltd., Toronto, Ont.

Solid chrome plating on top and bottom rings gives wear protection throughout entire area of ring travel. Only 2-in-1 furnishes alternate HiPressure spring with every oil ring, for badly worn engines.

*Deductive reasoning

Perfect Circle

2 in 1 chrome piston rings

The standard of comparison



Now more important
to you than ever

LESS FADE
LONGER WEAR
SOFT PEDAL



AMCO

Safety Rated BRAKE LINING SETS



Safety Rated FAN BELTS

deliver the extra service required by modern 12-volt systems and higher engine speeds. They're PRE-STRETCHED to MINIMIZE POWER LOSS!



Safety Rated RADIATOR HOSE

has greater STRUCTURAL STRENGTH to withstand the higher pressures and heat developed by today's automobile engines.

For over five years the AMCO "Safety Rated" line has been steadily increasing in popularity, but today those words "Safety Rated" are more important than ever before. Today's heavier cars, faster speeds and increased traffic demand a lining that puts safety first! And, today's more competitive markets demand a lining that is priced for profits. Many leading servicemen know that Amco DeLuxe sets fulfill both of these demands! That's why Amco "Safety Rated" Brake Lining is more important to you than ever!

Check these outstanding features of Amco DeLuxe Brake Lining Sets...

Safety Rated by 25 years of original equipment service to America's great car and truck factories.*

Safety Rated by extensive engineering and field tests under the most trying operating conditions.

Safety Rated under the latest Dry-Process manufacturing method, by which each segment is precision-molded in one of the country's most up-to-date brake lining plants.

Safety Rated with the latest brake lining advancements to help make DeLuxe Sets your best bet for complete customer satisfaction and bigger brake lining profits.

* Amco brake linings are on three of the five most popular cars today! There's a reason! Detroit engineers know by test!

R 401

See your AMCO Jobber for all the Plus-Profit details on the complete AMCO Line. Asbestos Mfg. Co., Dept. R, Huntington, Ind.

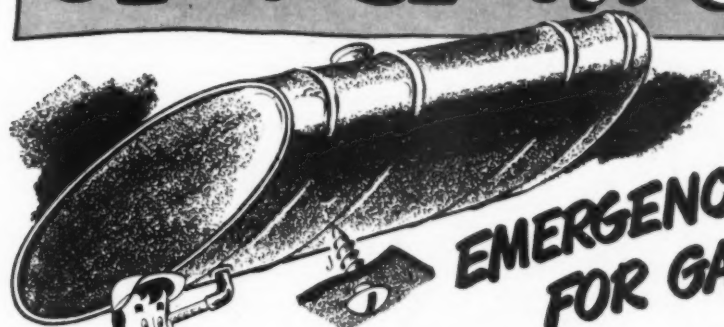
SOUTHERN AUTOMOTIVE JOURNAL is published monthly at 116 E. Crawford St., Dalton, Ga., by W. R. C. Smith Publishing Co. Executive and Editorial Offices: 806 Peachtree St., N.E., Atlanta 5, Ga. Entered as second-class matter at the Post Office, Dalton, Ga. Subscription Rates: United States and Possessions, \$1.00 per year; Canada and Foreign Countries, \$10.00 per year.

Volume 33

Number 12

SERVICE TIPS

FROM
PERMATEX
NO. 2



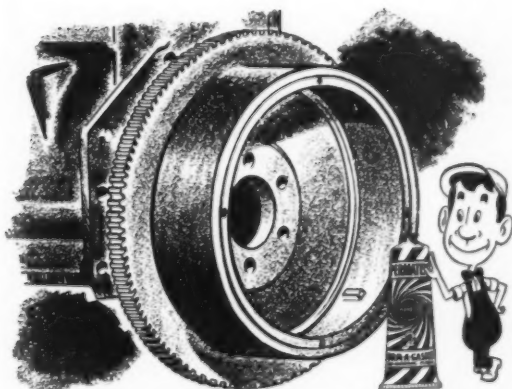
EMERGENCY PLUG FOR GAS TANKS

USE A SHEET METAL SCREW LARGER THAN THE HOLE IN THE GAS TANK. PUSH SCREW THROUGH A PIECE OF GASKET MATERIAL. APPLY **FORM-A-GASKET NO. 1** AND INSERT SCREW TIGHTLY INTO HOLE.



INSTALLING NEW MUFFLER

RUST ON THE END OF THE EXHAUST PIPE AND ON THE TAILPIPE SOMETIMES MAKES IT DIFFICULT TO FIT A NEW MUFFLER. APPLY **AVIATION FORM-A-GASKET NO. 3** TO THE ENDS OF BOTH PIPES AND THE ASSEMBLY WILL BE EASY AND STAY TIGHT.



OIL LEAK INTO CLUTCH HOUSING

SOME CASES OF CLUTCH CHATTER HAVE BEEN CAUSED BY OIL LEAKING INTO THE CLUTCH HOUSING THROUGH THE FLYWHEEL MOUNTING BOLTS. A SMALL AMOUNT OF **FORM-A-GASKET NO. 2** APPLIED TO BOLT OR STUD THREADS WILL STOP THE LEAKAGE.



Form-A-Gasket withstands the enormous pressures of modern high compression engines. It is unaffected by gasoline, hot or cold oil, grease and water, anti-freeze. Always say **PERMATEX** Form-A-Gasket when you order sealing compound.

EVERY SHOP NEEDS ALL THREE TYPES

- No. 1 — Sets quickly. Dries hard.
- No. 2 — Sets slowly. Remains pliable.
- No. 3 — Brushable. Sets to a paste. Remains tacky.

FORM-A-GASKET[®]

PERMATEX COMPANY, INC., BROOKLYN 35, N. Y.

MORE THAN 50 CHEMICAL PRODUCTS FOR BETTER
AUTOMOTIVE MAINTENANCE

LEAPING POWER



THE BATTERY
WITH **9** LIVES



When the LAHER BATTERY is referred to as "The Battery With 9 Lives"—this is not just a slogan, it is a substantial reality. Throughout the United States and in 45 foreign countries, the name LAHER on any automobile product is synonymous with QUALITY. The LAHER BATTERY is no exception.

LAHER has been making batteries for 15 years, and the Laher Battery is today regarded by the dealer, the automobile owner, and the truck operator, as an OUTSTANDING PRODUCT—not just another battery.

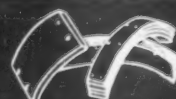
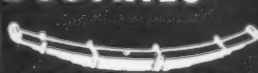
The Laher Battery is MADE BY AN ORGANIZATION OF ENGINEERS, using generous quantities of the products necessary for superior performance. When you buy a LAHER BATTERY you get the finest product available in the U.S. Why not try LAHER BATTERIES — their performance will prove our claims. TRY THEM!



LAHER BATTERY PRODUCTION CORP.

St. Louis 2131 Locust St. FORT WORTH 910 Florence St.	Oakland 2615 Magnolia St. SAN FRANCISCO 98 - 12th St.	Pittsburgh 4024 Liberty Ave. SALT LAKE CITY 541 So. State St.	Memphis 300 Madison Ave. SEATTLE 714 E. Pike St.	Kansas City 1630 McGee St. PORTLAND N.W. 15th & Davis SPOKANE 1319 W. Second Ave.	Los Angeles 807 E. 8th St. SACRAMENTO 1217 - 16th St.
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LAHER INDUSTRIES



LAHER TIRE & RUBBER CO., INC. • LAHER BATTERY PRODUCTION CORP. • LAHER SPRING & TIRE CORP. • LASCO BRAKE PRODUCTS CORP., LTD.

New Self-Seller Package

...COMING YOUR WAY SOON!

CUTS START-UP WEAR!

SPEEDS OIL
TO FRICTION ZONES!

GETS RID OF
GUM AND GOO!

GUARANTEES QUICKER
STARTS IN COLD
WEATHER!

PREVENTS STICKING OF
HYDRAULIC VALVE LIFTERS!

EASES NEW-CAR BREAK-IN!



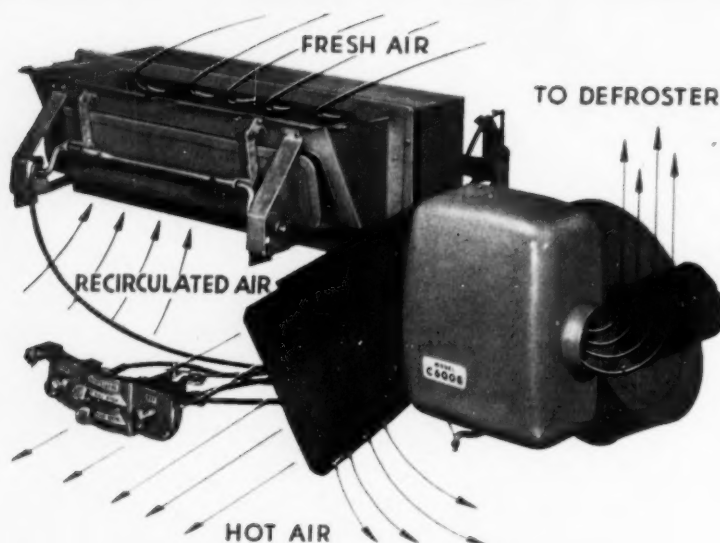
America's Newest, Finest Upper Cylinder Lubricant!

Here's a brand new, easy to use plus-profits item—ideal for both new and old cars and for all top oilers. Just add Caslube to the gasoline. Retails profitably at only 25¢. Casite Division, Hastings Manufacturing Co., Hastings, Michigan (Casite, Caslube, Drout, Hastings Piston Rings, Spark Plugs, Oil Filters)

For Perfect Performance, Extra Profit, Easy Installation

Nothing Can Compare With *E.A. Super Power Heaters!*

In 1953 Dodge, De Soto, Chrysler and Plymouth Models!



FOR 1953 DODGE—DE SOTO—CHRYSLER MODELS

MODEL C-600B The hot water heater with a built-in ventilation system. Provides year-round, all-weather comfort and safety while motoring. Gives you all these:

- Positive temperature control
 - Footwarming comfort
 - Finger-tip dash control
 - Quick, easy installation
- Fresh air circulating without heat, volume equal to 12" fan
- Recirculated heat without fresh air
- Defrosting, demisting, defogging for cold, humid or rainy days
- Fresh air with heat

FOR EASY INSTALLATION IN 1953 PLYMOTH MODELS

MODEL C-500A A fresh air heater designed specifically for easy installation on 1953 Plymouth models. "Defroster" knob can direct over 60 cubic feet of air under pressure for defrosting—assures clear visibility. With temperature control "off", circulates unheated air (volume equal to 12" fan) for warm weather. MODEL C-500 A is readily converted to recirculating type with E. A.'s RP 53 Kit.

E. A. LABORATORIES, INC., BROOKLYN 5, N. Y.

Branches: El Monte, Calif • Chicago, Illinois

Headquarters for Heaters since 1929

Put extra profits in your 1953 sales with these factory-to-dealer priced Super Power Heaters. Full details on request. Get your order in today. Write or wire direct to headquarters, E. A. Laboratories, Brooklyn 5, N. Y.

ECONOMY HEATERS FOR CHRYSLER LINE CARS AND TRUCKS

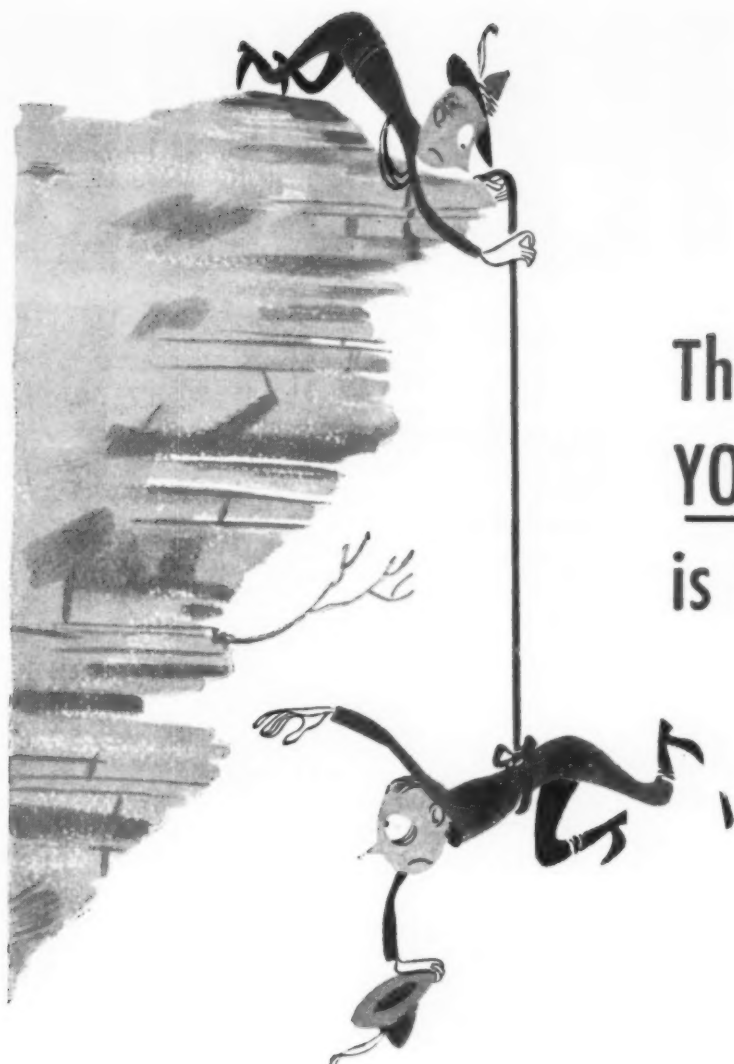
MODEL T-201 Fits all Dodge trucks. Powerful recirculating heater with super-safe defrosting. Includes: Defroster Kit, heater Pull Switch (2 Station) and all necessary fittings for installation. Manual defroster operation.

MODEL C-203 Fits Plymouth, Dodge, De Soto, Chrysler cars. Powerful recirculating heater with all the DeLuxe features. Same type as T-201. An economy unit, easy to sell to new Plymouth buyers who want a smaller heater.

RECIRCULATING KIT FOR FRESH AIR UNITS

MODEL RP-53 will convert strictly Fresh Air units to recirculate air within the car. Avoids sucking dangerous fumes and gases of congested traffic into car interior. This kit used with E. A. MODEL C-500A makes an ideal combination.

MORE SATISFACTION FOR CUSTOMERS—MORE PROFITS FOR YOU



The Line
YOU Depend on
 is important, too!

For a **COMPLETE** bearing line
 ... depend on **FEDERAL-MOGUL**

You get *all* of your engine bearing needs, in the Federal-Mogul line! Bearings—standard, under-size or resizeable, in babbitt or heavy-duty copper-lead. Connecting rod exchange service—rehab-bitted or reconditioned for precision inserts. *Plus* all of the shims, bushings, bolts and nuts you need to do the *complete* job. Federal-Mogul Quality, Availability and Completeness add up to **SERVICE** for you!



Federal-Mogul Service

Division of Federal-Mogul Corporation
 DETROIT 13, MICHIGAN



TO THE TOP

B. A. STANAHAN, President
F. D. STANAHAN, Treasurer

CABLE ADDRESS
"CHAMPION"

CHAMPION SPARK PLUG COMPANY

FELTHAM ENGLAND PARIS, FRANCE WINDSOR, CANADA

TOLEDO 1, OHIO, U.S.A.

December 1, 1953

Dear Champion Dealer:

It has been another big year for Champion. During 1953 our spark plugs again:

- won at Indianapolis.
- sparked the Sweepstakes winner of the Mobilgas Economy Run.
- powered every winner of every heat in every major boat race.
- won the "Big Four" of stock-car racing.
- took the top events in sports car and Grand Prix racing here and abroad.
- continued to be the most popular spark plugs in aviation - used by 95 airlines.
- outsold every other spark plug by a vast margin.

On the opposite page are examples of the way Champion's 1953 triumphs were put to work for you in national advertising. Only Champion can give you advertising backing like this because it is PROOF advertising which your customer can easily translate into personal benefits for himself if he installs Champions. And now, I'd like to extend best wishes for your continued prosperity in 1954.

Yours truly,

Jim L

P. S. The new Austin-Healey sports car used Champions when it broke over 100 American stock car and national and international records under AAA supervision at Bonneville Salt Flats, Utah.



DEALERS IN THE NATION

Stock-car racing proves
Champion spark plugs
will make **car**

Spark Plugs That Perform **LIKE THIS**
1234 IN WORLD'S TOUGHEST ROAD RACE
Will Make **YOUR CAR** Perform Better!

Spark Plugs that Perform **LIKE THIS**
100.31 M.P.H. FOR 7 DAYS AND 7 NIGHTS
Will Make **YOUR CAR** Perform Better!

THE REAL "WINNER" AT IS YOUR

CHAMPIONS That Deliver Mi
27.03 MILES PER GA
Will Make **YOUR CAR** a Gas Mi

RACING'S TOP POWER PLANT!

CHAMPION SPARK PLUGS TOP ALL OTHERS IN EUROPE AS IN AMERICA!

"OLD 16" RIDES AGAIN with CHAMPIONS

AAA

CHAMPION

Now!

YOU CAN SEE THE STARS
of
SERVICE SELLING

at the

NADA SHOW

MIAMI BEACH JANUARY 9-13

BOOTH 167 - 168 - 169

LITHO-PAINT POSTER CO

525 NOBLE ST.

CHICAGO 22, ILL.



MOOG



Announces

**THE PURCHASE OF THE
FRONT END AND CHASSIS
PARTS BUSINESS OF
Sealed Power Corporation...**

IF YOU ARE BEING SERVED BY A SEALED POWER DISTRIBUTOR . . . he *now* can supply you with the famous Moog lines of coil action parts, shackles, king bolts and tie rod ends.

IF YOU NOW INSTALL MOOG FRONT END AND CHASSIS PARTS . . . thank you! Your support, through the years, has made this expansion possible. Watch for *exciting new products* we're sending your way soon.

IF YOU INSTALL ANY FRONT END AND CHASSIS PARTS . . . now more than ever, it will pay you to *insist on Moog* — specialists in "Under-the-Chassis" Parts for 35 years. To get the full story, see your Moog jobber or write us today!

MOOG INDUSTRIES, INC., ST. LOUIS 14, MO.



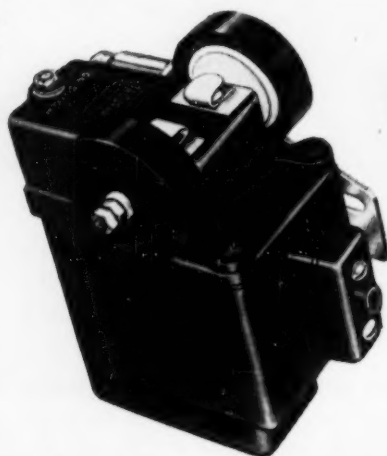
Mallory

M. Mallory

REGISTERED U. S. PATENT OFFICE

THE MALLORY IGNITION LINE—A Real MONEY-MAKER for You!

A Mallory Distributor can be supplied for practically any car or truck... It is universal... Can be used with either the Mallory "Best" Coil, the conventional coil, or the revolutionary Magspark Transformer... In addition, a line of conversion kits for most popular cars rounds out this QUALITY Ignition line... Adds up to extra profits for you... Ask your salesman... or write today for complete information and engineering data on the Mallory systems.



MAGSPARK TRANSFORMER
(6 or 12 VOLT)



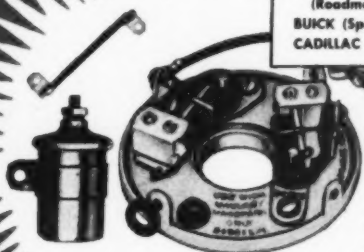
**MALLORY
DISTRIBUTOR**



MALLORY "BEST" COIL
(6 or 12 VOLT)

Mallory Electric Corporation has been operated by its founder, M. Mallory, and engaged in the manufacture of ignition systems for thirty years... It is of interest to note that approximately half of the automobiles produced in America today use Mallory principles in their ignition systems which were patented by M. Mallory.

MALLORY ELECTRIC CORPORATION

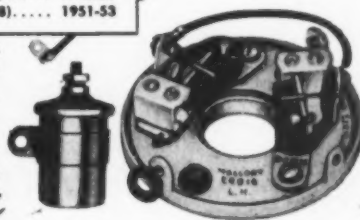


BUICK
(Roadmaster-Super). 1950-52
BUICK (Special)..... 1950-53
CADILLAC (V-8)..... 1950-53

OLDSMOBILE (V-8)..... 1950-53
PACKARD (8 Cyl. Delco) 1950-53
PONTIAC (8 Cyl.)..... 1950-53
STUDEBAKER (V-8)..... 1951-53

ASSEMBLY No. 24990

Designed to operate the circuits of the Mallory Magspark Transformer and can be used only with this Transformer.



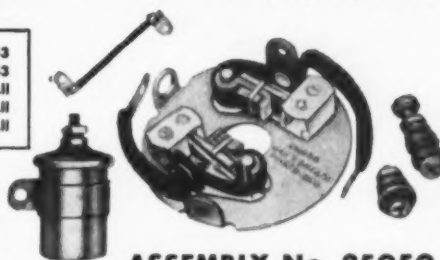
ASSEMBLY No. 25000

Ball-bearing, dual-point advance plate is designed for use with the single-primary ignition coils of the conventional type or the Mallory "Best" Coil.

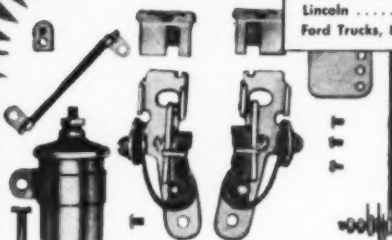
CHEVROLET 1933-53
NASH RAMBLER 1950-52
NASH STATESMAN 1948-53
PACKARD, 6 Cyl. (Delco) 1941-47
CHEVROLET TRUCK 1933-53

INTERNATIONAL TRUCK 1941-53
GMC TRUCK 1938-53
WHITE TRUCK, 6 Cyl. (Delco). All
MACK TRUCK, 6 Cyl. (Delco). All
FARM TRACTOR, 6 Cyl. (Delco) All

Mallory conversion plate assembly No. 25050 complete with STABILIZED breaker-points and Condenser. Can be used with the Mallory Magspark Transformer, as well as with the single-primary ignition coils of the conventional type or the Mallory "Best" Coil.



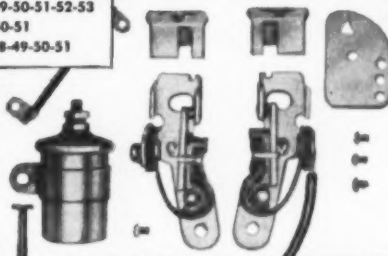
ASSEMBLY No. 25050



ASSEMBLY No. 25060

Is designed to operate the circuits of the Mallory Magspark Transformer and can be used only with this Transformer.

Ford V-8 and Mercury 1949-50-51-52-53
Lincoln 1950-51
Ford Trucks, 8 Cylinder 1948-49-50-51



ASSEMBLY No. 24900

Is designed for use with the single-primary ignition coils of the conventional type or the Mallory "Best" Coil.

12416 CLOVERDALE AVENUE • DETROIT 4, MICHIGAN

His service man
"saved" him
a few bucks...



but might have cost him his life !

There's only a couple dollars difference between cheap brake lining and the best lining money can buy—Thermoid Custom Built. Labor costs are the same for installing either. But, what a difference in performance—a difference you can easily sell your customers.

Designed to meet the increased loads on modern brakes, Thermoid CB Sets contain E-929 Dry Mix Lining, originally developed for use on heavy duty amphibious military vehicles. These linings provide smooth, safe braking action under any weather conditions.

Don't gamble with customers' lives or your reputation. Install Thermoid CB Sets—the safest thing on wheels!



Thermoid CB Sets are
the only brake linings
approved by the Pittsburgh
Testing Laboratories

Thermoid

Thermoid Company • Trenton, New Jersey

the standard of precision
processing in brake lining,
brake blocks, hydraulic fluid,
cylinder assemblies, hydraulic
brake parts.

new! new! new! new! new!
new! new! new! new! new!
new! new! new! new! new!
new!

PULLER

contracts while telescoping shaft goes through bushing and expands. Turn screw and pull, withdrawing bushing and grease seal.



DRIVER

seats new bushing.

Now you can remove and replace transmission bushing in 15 MINUTES with JOHNSTON'S 49-53 BUSHING PULLER and DRIVER SET

FOR 49-53 FORD AND MERCURY-STANDARD AND OVERLAND

Worn bushing is usually the root of the trouble when there is vibration and leaking grease seal. The slightest wear on the bushing set up considerable vibration which immediately causes grease seal to leak.

Now bushing removal and replacement is easy and profitable. No more chiseling away 4 or 5 hours! No more crowding or postponing bushing removal! No more inconvenient jobs turned out! Now it's easy to replace bushing while transmission is disassembled—when bushing is worn—when installing new grease seal—when installing new universal joint. JOHNSTON'S 49-53 BUSHING PULLER and Driver Set does the job in 15 minutes!

FOR QUICK PROFITS GET JOHNSTON'S BUSHING PULLER AND DRIVER SET TODAY!

- It does a 4 inch bore job in 15 minutes!
- It pays for itself with one job! Absolutely guaranteed!

\$14.95 Net to dealer • F.O.B. Fairburn

Can your jobber or phone Fairburn 2561 or write:

JOHNSTON MANUFACTURING CO.

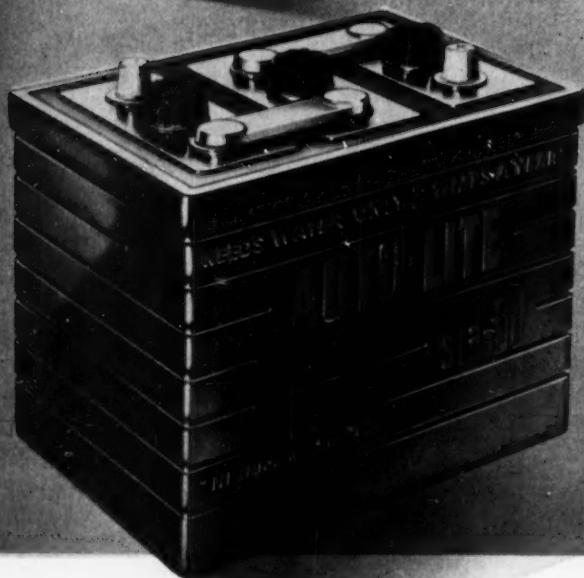
FAIRBURN, GEORGIA



CROSS SECTION OF PULLER IN ACTION

1 out of every 3 cars in

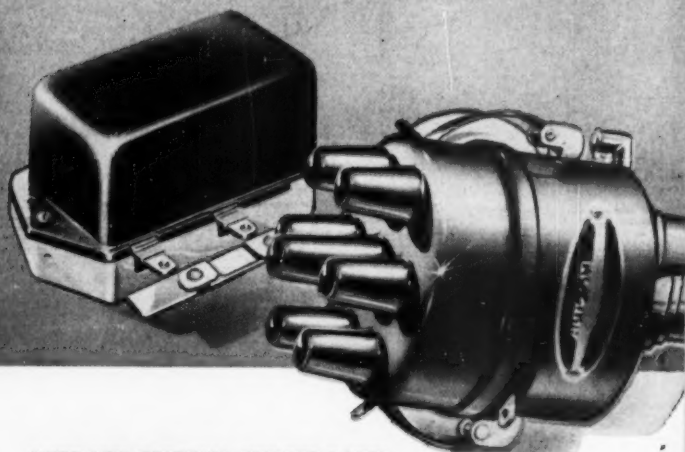
AUTO



AUTO-LITE "STA-FUL" BATTERIES need water only 3 times a year in normal car use. And they last longer!

AUTO-LITE WIRE AND CABLE

in spools and package sets ... a standard of quality for every automotive, marine, aviation and industrial electrical use.



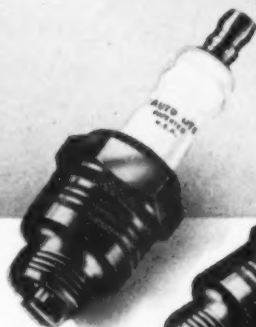
AUTO-LITE ORIGINAL SERVICE PARTS include generators, voltage regulators, starting motors, distributors, coils and thousands of electrical and mechanical component parts engineered for best car performance.

THE ELECTRIC AUTO-LITE COMPANY, TOLEDO 1, OHIO

America is equipped with

AUTO-LITE

● Outstanding quality and performance have made more than 400 Auto-Lite products for cars, trucks, tractors, planes, boats and industry world famous . . . convincing proof, "You're always right with Auto-Lite."



AUTO-LITE SPARK PLUGS . . . Ignition Engineered to give top performance in your car . . . include a complete line of Resistor, Standard, Transport and Marine types.

AUTO-LITE BULL'S EYE SEALED BEAM UNITS are designed for safe night driving. They concentrate more light on the road . . . burn even when the lens is cracked or broken.



a Holiday Thought from your Buick Dealer

We thank you—and your Buick owners
thank you—for letting us supply you with
all the Factory Engineered Parts you ordered
this past year.

We are grateful for your business, and always
glad to help out with any information you may
want.

Your Buick owners are grateful to you for
keeping their cars up to the same high standards they
are accustomed to, by using Buick Factory Engineered
Parts throughout.

Please continue to call on us for all of your Buick needs!

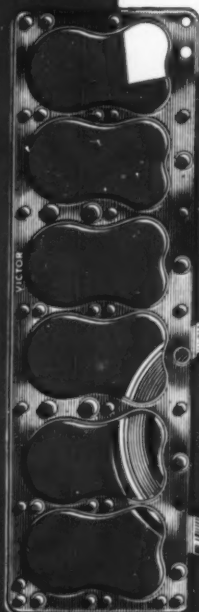
YOUR BUICK DEALER





Mac's a mechanic, not a shopper;
No time does he have to waste.
With a single call to his Victor Jobber,
He gets all needed parts in haste.

Now Mac's Victor Jobber has everything good,
In parts outside or under the hood.
In gaskets, of course, his stock is the best;
His oil seals, likewise, are Victor, no less!



VICTOR

"ORIGINAL EQUIPMENT"

Gaskets and Oil Seals

The 100% Complete Line—Sold by Leading Jobbers Everywhere

Victor Mfg. & Gasket Co., and its affiliate,
Victor Sealing Products Co., Inc.,
P. O. Box 1333, Chicago 90, Illinois.

Car manufacturers say it...
Lube stations say it...

Brake lining companies say it...

Top mechanics say it...



**"Whenever you take out an oil seal,
 always replace it with a new one..."**

Why lose time getting parts? National Service Stocks insure the right seals on hand, when, where needed. Jobber keeps stock up—no work for you. Cabinet comes with the deal. Ask your jobber for complete information.

Service stocks to fit your needs



#5512 For lube stations. 58 popular front wheel seals.



#5511 For garages. 114 fast-moving front, rear seals.



Support this industry wide program.



...and be sure the new seal is a National!

The easiest way to extra profit at no more work is installing new oil seals on repack, brake reline and overhaul jobs. Car manufacturers, brake lining companies, top mechanics all recommend it. And, the car owner appreciates the extra service when you explain how important new seals are. Do a professional job—the recommended way! Replace with new National seals every time old seals are removed!

NATIONAL MOTOR BEARING CO., INC.

General Offices: Redwood City, Calif. Plants: Redwood City, Calif.; Van Wert, Ohio

2000

NATIONAL
 OIL & GREASE SEALS
 O-RINGS SHIMS

Approved original equipment for all cars, trucks, buses and tractors.

ALLEN

Presents... a revolutionary
new **ELECTRONIC TUNE-UP!**



with the **UNI-TUNER**

Tests Every Phase of Engine Operation in **10 MINUTES!**

The Uni-Tuner is more than just a new tester — it introduces a new and revolutionary principle of testing that will assure better and more thorough tune-ups in only a fraction of the time previously required.

Developed by leading electronic and automotive engineers — approved by car manufacturers — tested in shops for a year by impartial mechanics — the Uni-Tuner has been acclaimed as the greatest single contribution to automotive servicing in 20 years.

FASTER: New electronic principle reduces checking of complete ignition, starting, generating and compression systems to only 10 minutes — and does it with only 7 tests!

EASIER TO USE: Only 4 connections — any mechanic can learn to use it in 30 minutes.

MORE VERSATILE: Makes tests never before possible — finds source of aggravating "hidden" troubles in seconds.

The Uni-Tuner is adaptable to any size shop — it will pay for its moderate cost

in a short time through increased production, efficient operation, increased sales, and satisfied customers.

DYNAMIC TESTING: All components tested on car, under actual operating conditions, including distributor vacuum and automatic spark advance.



ALLEN ELECTRIC and EQUIPMENT CO. • KALAMAZOO, MICH.

.....
• **Get the Facts** on how you can step up your profits with the
• Allen Uni-Tuner Electronic Tune-Up. Send this coupon for details.

• **ALLEN ELECTRIC and EQUIPMENT COMPANY**
• 1712 N. Pitcher St. • Kalamazoo, Michigan

• Name _____
• Address _____
• City _____ State _____
• _____



Powerful publicity programs
are urging greater safety
on the highway . . . **YET**

6 out of 10

cars need brake work

—Says leading automotive magazines.
Article based on nationwide survey reveals
startling fact that "repair shops are losing
half a billion dollars' worth of business
roll right out the door."

Play up your expert brake work—a service your customers need and will buy!

A TIDAL WAVE OF PUBLICITY—in newspapers, magazines, on the radio—is urging car owners to play safe . . . telling them that today they are not safe without quality brake lining. It's up to you to remind them—show them—and sell them that their brakes need relining. Your salesmanship and your expert workmanship can save lives!

In all our merchandising experience we have

never witnessed a comparable instance where such widespread recognition and support have been given a dealer's product and services.

Don't fail to take advantage of this unusual set of circumstances. Here is an opportunity to build a sound reputation as a brake expert . . . and at the same time stimulate sales volume on all the services and products you handle. Talk up Brake Service with all your customers.

*Reprints of article available



Johns-Manville *asbestos*

A great name in American industry . . . Johns-Manville . . . known to the public for products of unquestioned quality

**IDENTIFY YOURSELF WITH
JOHNS-MANVILLE ADVERTISING** reaching motorists in your community—the most powerful advertising program in the brake lining industry!

Radio

"Bill Henry and the News," sponsored by Johns-Manville, is broadcast 5 nights a week over local Mutual Network stations—to multiply your opportunities for sales and profits.



Local sales aids

Motorists from coast-to-coast are being urged to look for this colorful sign. It identifies you as a J-M dealer. J-M also provides all the other point-of-sale material you need—literature, catalogs, manuals, etc.

Magazines

**The Saturday Evening
POST**

COLLIER'S

Hard-hitting J-M Brake Lining ads appearing in the *Saturday Evening Post* and *Collier's* help sell your services to your customers.



**USE JOHNS-MANVILLE
BRAKE MATERIALS.**
To build sales volume and satisfy your customers



Whatever the vehicle—or whatever the service requirement, there is a quality Johns-Manville Asbestos Brake Lining to fill the need!

Give your customers their choice of J-M 4-Star Sets, the finest brake lining that manufacturing skill can produce; J-M Wire-Klad, the latest development in competitively priced wire-rein-

forced material, or J-M Fleet Tested Sets, for taxicabs and light trucks.

For quality workmanship—Be sure to get your copy of the Johns-Manville Brake Reliner's Manual. It's packed with easy-to-understand instructions for servicing brakes on all popular passenger cars. Ask for free copy.

To Distributors—
This is the first of a new series of Johns-Manville advertisements addressed to your dealers. If you have not already received details of this new program, talk to your J-M Representative, or write for facts to Manager, Automotive Division, Johns-Manville, Box 60, New York 16, N. Y.

FRICTION MATERIALS



Biggest Tie Rod Value Ever Offered

MASTER NO. TS-1400 TIE ROD END ASSORTMENT



FREE!

"TAILOR-MADE" to service 85% of all Cars and Trucks
ASSURES RAPID TURNOVER — No obsolescence!

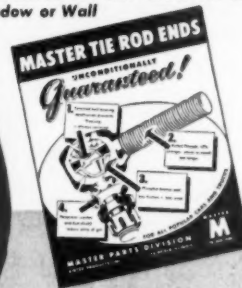
CONTAINS 12 FASTEST-SELLING SETS IN PERMANENT METAL DISPLAY RACK

Quan. No.	For	List
3 TS-64	Ford Cars & Trucks, Lincoln, Mercury	\$3.40
1 TS-154	Ford	3.78
2 TS-60D	Chrysler, DeSoto, Dodge, Plymouth, Dodge Trucks	6.30
3 TS-173	Chevrolet	3.70
1 TS-78	Oldsmobile, Pontiac	5.46
2 TS-131D	Chrysler, DeSoto, Dodge, Plymouth	6.30
TOTAL LIST VALUE		\$55.74
REGULAR DEALER NET		38.24

SPECIAL INTRODUCTORY
DEALER PRICE, ONLY

\$29⁹⁵

- COLORFUL DISPLAY SIGN
- SELF-SELLING ALL-METAL MERCHANDISER
- ATTRACTIVE DISPLAY CARD for Counter, Window or Wall



MILES AHEAD IN EXCLUSIVE
SELLING FEATURES!

- Patented BALL BEARING Construction
- ROLLED THREADS — 15% stronger
- Anti-Friction Phosphor Bronze Seat
- NEOPRENE WASHER and Dust Shield

MASTER
M
TIE ROD ENDS

LIMITED TIME OFFER — ORDER FROM YOUR JOBBER TODAY!

MASTER PARTS DIVISION

AIRTEX PRODUCTS INC.

FAIRFIELD, ILLINOIS



Tom Hutton

Al Schneller

Jobber salesman
Howard Forrester of
Columbus, Ohio,
helped
Tom Hutton and
Al Schneller select
the right Lincoln
equipment for
their new
building.

"LUBRICATION IS ONE OF OUR MOST IMPORTANT SERVICES..."

that's why we chose

Lincoln Lubricating Equipment"

Reports: Al Schneller, Service Manager

CHUCK HUTTON DODGE AND PLYMOUTH DEALER

Memphis, Tennessee

"I am convinced that the lubricating department is one of the most important departments in any dealer's shop. That's why, when it came time to equip our new building, we chose dependable, efficient Lincoln equipment. I have found that the ceiling Lubreels speed up work, allow more space around the lifts and make clean-up easier.

"Also, I have found that the clean, good-looking Lincoln equipment makes a business-building impression on our customers."

(signed) Al Schneller



Lincoln the most trustworthy name in Lubricating Equipment

LET YOUR LUBE DEPARTMENT SELL YOUR WHOLE SHOP

MODERNIZE

with a *Lincoln*

Self-Engineered

Lubrication Department

LINCOLN ENGINEERING CO., 5708 Natural Bridge Avenue, St. Louis 20, Missouri

12 ways to add to your Profits

Check these points on
every car you service:

- Check the Fan Belt
- Check the Air Cleaner
- Check the Oil Filter
- Check the Spark Plugs
- Check the Battery and Cables
- Check Radiator Hoses
- Check Radiator Fluid
- Check the Muffler and Tail Pipe
- Check all Lights
- Check the Tires
- Check the Windshield Wiper and Washer
- Replace lost or damaged Grease Fittings with Lincoln BULLNECK® Fittings... the modern fitting with the ball-in-the-top. Seals dirt out... grease in.

*Trademark Registered



FREE...
Money-Making Ideas!

Write for FREE Bulletin...
entitled "Reminders to Help
You Sell More Service Items."
It's full of helpful ideas.

*The Most Ingenious Ratchet
Design in a Decade!*



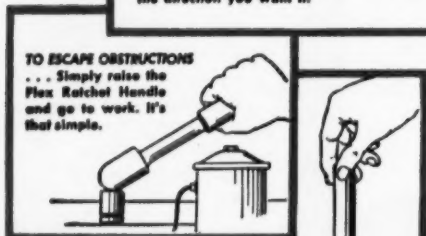
COMPACT • STRONG • REVERSIBLE

New Britain **FLEX RATCHET**



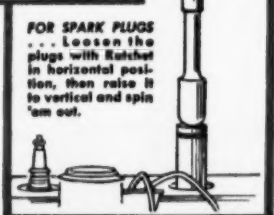
A TWIST OF THE WRIST

and the NEW BRITAIN Flex Ratchet re-
verses. Just rotate the handle either left
or right, and the ratcheting action is in
the direction you want it.



TO ESCAPE OBSTRUCTIONS

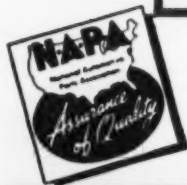
... Simply raise the
Flex Ratchet Handle
and go to work. It's
that simple.



FOR SPARK PLUGS
... Loosen the
plugs with Ratchet
in horizontal posi-
tion, then raise it
to vertical and spin
'em out.

HERE'S THE FIRST REALLY PRACTICAL NEW
RATCHET DESIGN IN MANY YEARS. . . A BIG
help in work on modern cars and aircraft engines where
clearances are often only fractions of an inch. You can
work in many inaccessible places with this new $\frac{3}{8}$ " Square
Drive Reversible Flex Ratchet.

Here's a Tool, only 7" long, compact enough to fit into
close quarters, yet long and powerful enough for adequate
leverage. Modern head design eliminates overhang,
whether at right angle position or tilted to escape obstruc-
tions. Especially useful in easy access to differential drain
plugs. In fact, there are scores of places under the hood on
modern cars and trucks where it offers the only quick and
really practical means of getting at and around obstruc-
tions to many accessories and parts. Ask your Jobber about
this great new Ratchet today.



New Britain

GREATER STRENGTH • BETTER FIT

THE NEW BRITAIN MACHINE CO. • NEW BRITAIN, CONN.

HAND-TOOLS

SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Vol. 33

DECEMBER, 1953

No. 12

Contents

He Plugged the Leaks	29
Chrysler Answers for You	31
Successful Rules for Used-Car Advertising	32
A Texan Cured Shop-Congestion Pains	34
Dealer Headaches Pass Him By	36
No Gripes on These Tune-Ups	37
How Things Look to Car Dealers	38
Lincoln Has Improved Carburetor	40
How a Small Dealer Plans His Future	41
The 1954 Pontiac	42
Chevrolet Engine Goes to 125 HP	43
Studebaker Uses New Brakes	44
Dat Debbil Rust Sells Undercoats	45
'54 Nash Statesman Has New Engine	46
Clear-Top Mercury	47
Controlling Those 12 Volts	56
L-M Seat Adjuster and Window Lift	58
Mercury's '54 V-8 Engine	61
Wiring Diagram for 1954 Dodge Eight	62

DEPARTMENTS

News Spotlight	27	Shop Talk	64
News Briefs	48	Nutbuster Letter	68
Southern Jobbers	52	Time Savers	88
New Products	99		

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Member of Audit Bureau of Circulations

Member of National Business Publications, Inc.

ANNUAL SUBSCRIPTION—\$1.00

FOREIGN—\$10.00

Published monthly by

W. R. C. SMITH PUBLISHING COMPANY

Atlanta, Ga., and Dalton, Ga.

Editorial and Business Offices

806 Peachtree Street, N. E., Atlanta 5, Ga.

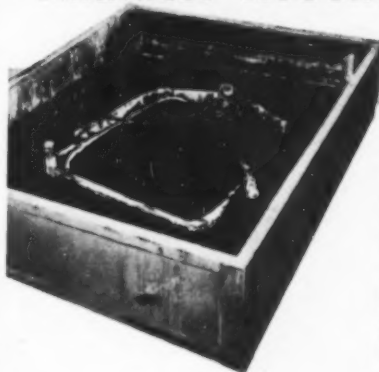
Publishers also of

ELECTRICAL SOUTH TEXTILE INDUSTRIES SOUTHERN HARDWARE
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There's BIG PROFIT in Radiator Reconditioning



**Clogged
Radiators
opened up
in 30 Mins.**

Radiator reconditioning is BIG PROFIT business. The only equipment you need is a welded steel tank. An ordinary 12" circular gas burner for heating purposes. Plus NEW Oakite Stripper R-6 for degreasing and paint stripping radiator cores.

With Oakite Stripper R-6 in your heat tank you can open up a sludge-clogged radiator in less than 30 minutes.

This brand new compound makes soldering easier, gives you a better job. It strips all kinds of lacquers and oil-based paints. It's mixed with water. No fire hazard. It's economical. You can use solutions over and over again.

If you want more information on Oakite Stripper R-6 just drop us a line. And if you want detailed drawing of the tank setup we'll be glad to mail that, too. No obligation. Write to Oakite Products, Inc., 40B Rector Street, New York 6, N. Y. Or see your local Oakite Technical Service Representative.

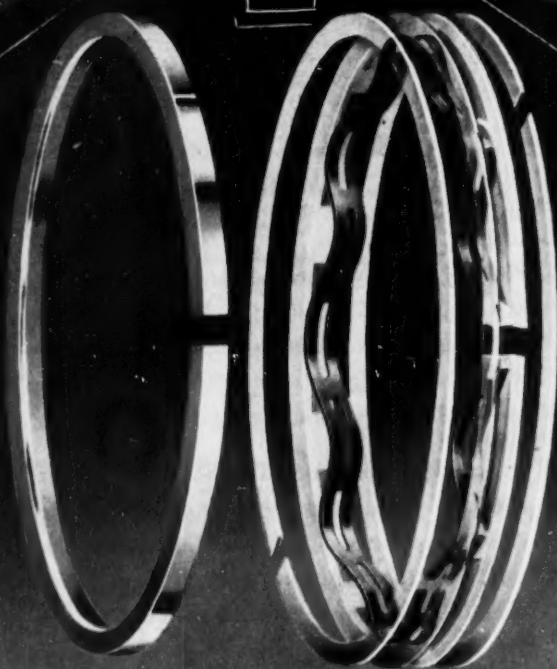
SPECIALIZED INDUSTRIAL CLEANING
OAKITE
MATERIALS • METHOD • SERVICE

Technical Service Representatives in Principal Cities of U. S. & Canada

RING

IN

THE NEW!!



Sealed Power **KromeX**

FULL-FLOW RING SETS

use chrome where it counts

**TO FIGHT HEAT,
FRICTION,
ABRASION,
CORROSION**



Newest and best for late-model cars and trucks! Unequalled for easy starting, quick seating, long wear.



SEALED POWER CORPORATION, MUSKEGON, MICHIGAN

Sealed Power Piston Rings

BEST IN NEW CARS! BEST IN OLD CARS!



SPOTLIGHTING *the* NEWS

Abandon ship in '54??? Maybe you have been listening to all the groans and moans of many car dealers and wondering if now would be a good time to get into some other activity. There's been a lot of talk about where-inell the net profit has gone, as you well know. A lot of the conversation has been coming from the fellows who came into the industry after World War II and didn't dream that the workless — but extremely profitable — days would ever end. Now they're on the sharp verge of learning the truth, truth which came to a lot of the veterans back in the early 30's, when the Dodge-Plymouth dealers at Natchez, Miss., for example, considered themselves (two ladies who have been Dodge dealers ever since there was a Dodge) fortunate to move one brand-new car during the worst year of the depression. There are sharp rays of brightness in the picture for all of us, but you've got to search around for some of them.

Garagemen would have felt their ears twinkling with pleasure, had they heard E. A. Stebbins talking to the Florida Automobile Dealers Association's recent annual convention. Said this Lincoln-Mercury dealer of Orlando: If you want to maintain a fair profit on used cars you have to recondition, "have a lot of your reconditioning done at other shops. You will find it economical in many ways." And he pointed out: "If you do it in your own shop, you are taking up time that should be devoted to your customers' cars." Garagemen should particularly note this comment by him: "You can get a bid on a tune-up, valve grinding, clutch replacement or paint job from an independent garage often cheaper than you can get a bid from your own shop." A lot of garagemen may be surprised to learn that a car dealer considers himself a good customer of a garage! What's the potential along this line in your own area?

Used cars continue to be the yawning question mark which hovers over any effort toward dealer net profit. Inventories of trade-ins have been backing up terrifically, what with the most liberal allowances since the war for old ones being traded in on year-end models. Dealers will be hearing a lot about this at the convention of the National

Automobile Dealers Association at Miami Beach January 9-13. Around 12,000 persons are expected to attend.

Hard work may be necessary to maintain high gross volume on the part of garagemen, dealers and wholesalers this coming year. Perhaps you should take the attitude of Harold S. Vance, Studebaker's president, who said in an interview at Atlanta with SAJ editors: "We don't know how many units we are going to produce next year, but we're going to produce all our dealers can sell." In regard to all the recent talk of some independents' considering merging in order to effect economies in production and thereby endeavor to trim the "Big Three's" huge slice of the market, Vance commented with a grin that Studebaker might be interested in buying or selling "but it would take a mighty lot of money for anyone to buy Studebaker."



steering gear, windshield wiper and horn will be checked. A sticker will be affixed on cars passing the test. What's more, safety in the shops of members will be attacked with programs worked out with the state department of labor in a move to reduce the number of accidents. Plaques and other forms of recognition will be awarded for outstanding accomplishments.

And from us to you:

A Merrie Xmas and Happy '54!

Safety, has become like taxes, everyone's business. In North Carolina the state dealer association has done something concrete about it. The 1,100-member organization, representing 96 per cent of the dealers in Tarheelia, has organized a program under which the members will give free voluntary check-ups to their customers' motor vehicles. They will urge drivers to join a "crusade for safety" which will involve signing a safe-driving pledge. Lights, brakes,

**Why HIRSIG
Service Means
Complete Service
in the South**



for Manufacturers and Jobbers!



Lawrence M. Hirsig



Mrs. Lawrence M. Hirsig



B. T. Brantley



B. W. (Larry) Hirsig

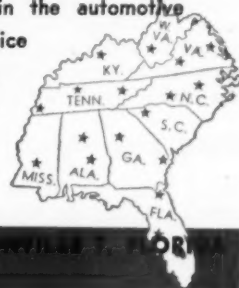


★ **IT'S EASY** to understand why Hirsig Service means complete service for manufacturers and jobbers in the South. A quick look at the Hirsig organization is all that is necessary. . . .

AUTOMOTIVE EXPERIENCE. . . Hirsig Service is complete because of the many years of automobile experience behind this organization . . . an average of over 13 years per man! These years of experience bring know-how to the creation and maintenance of the kind of service that builds business.

SMALL TERRITORIES. . . Hirsig men have small territories so they can make more frequent calls on their customers and serve them better. From headquarters in 17 Southern cities, information brought to customers on Hirsig lines is timely and complete.

CAREFUL PLANNING . . . The work of the Hirsig men in the field is planned and directed from Headquarters by men with long and successful experience in the automotive field. A fully staffed home office promptly handles the necessary details as required by an efficient sales organization.



LAWRENCE M. HIRSIG & CO., AMERICAN NATIONAL BANK BLDG., JACKSONVILLE 7, FLORIDA
MANUFACTURERS' DIRECT REPRESENTATIVES

He Plugged the Leaks

Needless expense can exist in any department, a Texan says. But he's reducing it!

By Baron Creager
Southwestern Editor

ECONOMIES in excess of \$1,100 a month have been realized by the C. S. Hamilton Motor Co. of Dallas, Texas, after no less than a dozen routines of operation were scrutinized and reorganized, with resultant efficiency or economy, or both.

When attention is concentrated on the little leaks in a business they often lead to discovery of leaks bigger than suspected, it was demonstrated by Clifton Dennard, president and general manager, who instituted the economy program.

He is still looking for — and finding — unsuspected leaks, as is indicated by a casual inter-organization telephone call, specifically to inquire if the company's accumulation of junk parts, periodically sold, was of sufficient proportions for a picture. Dennard put his question, listened for a few moments, then said:

"We have enough personnel to clean up our own lots. Let's talk about that before we do it again."

Cradling the telephone receiver, he commented:

"Just found out we have been having a junk man clean up our lots and that he has been paid for his work in junk, which we normally sell. There is no use of that."

The C. S. Hamilton Motor Co.

is a Chrysler-Plymouth dealership and also operates Dennard Motor Parts Corp., a substantial wholesale parts business. Therefore, all of the economies realized in operation may not be of interest to those who are dealers only, but more than half of the reductions in overhead should contain at least suggestions for dealers. From the dealer viewpoint, here are some of the most significant savings:

\$725 a month — Previously, the company occupied two used-car lots, but reduced inventory to the point where one lot would suffice. This eliminated the salary of \$350 a month for a used-car manager, \$275 a month for rental and \$100 a month for utilities.

"We simply decided to reduce our used-car inventory," Dennard explained, "and now we have a rule that our maximum stock of used cars will be 35. That does not mean that we stop trading when we get the maximum stock. We simply put emphasis on the 30-day and older cars until they are sold, by dropping the price, or selling them at wholesale, if nec-

essary. You can't keep a used car on a lot for less than \$1 a day."

\$170 a month — Previously, the company employed two janitors. An assistant janitor came on early, a night janitor reported in the evening. Now the night janitor comes to work at 2 p.m., stays until 11 p.m., handily does the work that two had been doing. This eliminates salary of the assistant.

\$83.33 a month — Two planned sales programs, one on parts and one on service, had failed to produce for this company at a cost of \$1,000 a year. Both were unceremoniously eliminated.

\$75 a month — Employed in the two establishments are 100 people, 30 of whom wear uniforms or jackets, for which the company pays the laundry bill.

"Of course, we like to have our place clean and our employees neat," said Dennard. "But in scrutinizing this phase of the business, we found that many of the employees changed uniforms every



day. It seemed to us that was carrying cleanliness just a bit too far, with conditions what they are in the automobile business.

"Being satisfied there were some unnecessary changes being made in the use of uniforms, we issued a bulletin limiting uniform changes to once every other day. Since then we have reduced our laundry bill by 40 per cent a month, or \$75."

\$50 a month — "It used to be that we issued wiping rags and fender covers to anyone, any time," Dennard continued. "In reviewing this practice, however, we found that much of this material simply disappeared and that the replacement cost was exorbitant.

"Now our policy is that all such material — wiping cloths and fender covers — is issued on the basis of one week's supply to each mechanic. When a mechanic needs a replacement he must turn in a soiled replacement. Within 30 days we had effected a 25 per cent reduction, or \$50 per month, in that item of cost."

\$25 a month — In the C. S. Hamilton operation, the practice had been to more or less ignore the old, heavy parts that had been replaced in a service operation. What happened to these parts, no one seemed to know.

Now there is a new policy. A mechanic must turn in all used parts to the shop foreman. All heavy used parts are now accumulated in a "dump" and the accumulation is sold as often as proportions justify. This nets \$300 yearly.

"Small parts don't go into the junk dump, however," Dennard specified.

"When small parts are replaced in a customer's car, the old parts go into a small, manila paper bag. When the job is finished the bag is placed in the customer's car. These are bags we had made up, each bearing a printed explanation, so the customer will have a more tangible conception of the work for which he is billed."

It costs the company less than half a cent to sack up small replacement parts and, with an explanatory message to the customer, put the replaced parts in the customer's car following a service job.

Common manila bags, or sacks, such as are found in grocery stores, are used. In this case the sack used is designated as "four-pound" and is bought in large quantities



David Mellett of the service department demonstrates the simple procedure for preparing the paper sacks in which small used parts are returned to car owners. The brief stamped message reads: "Notice. Inside you will find the old parts we replaced while repairing your car. These parts are worn or broken, but we thought you would like to see them."

at a cost of \$2.59 a thousand.

The explanatory message is put on the sack with a rubber stamp, which cost \$1.50 and will last indefinitely. A supply of sacks is stamped in advance by some employee of the service department, in spare time.

\$20 a month — Approximately \$250 a year has been saved by eliminating all but proven media for advertising, such as newspapers, radio and road signs. This policy does not entirely wipe out solicitations for advertising in school annuals and similar publications. But when solicitations are made, solicitors are referred to the company's advertising agency where, it is explained, complete control of advertising is centralized.

"Although solicitors may eventually become angered after a call at the advertising agency, they do not hold a grudge against us," Dennard said.

"We have made other changes," he continued, "that have resulted in a barely appreciable saving, if any."

"One is our policy on use of the courtesy car, which is restricted to downtown errands between 8 and 10 in the morning and 4 to 5:30 in the afternoon. During those periods, no neighborhood errands

are permitted. This does not reduce the use of the courtesy car, nor expense, but it enables us to accommodate more people at rush periods.

"Another policy — tightening credit and following delinquent accounts — may realize for us a substantial saving, even if it is only a fraction of a per cent.

"When collections began slowing down on parts sales and retail service, we instituted a policy that calls for a thorough check on every customer before credit is extended. Credit here is available now only to those with established credit ratings.

"And on delinquents we have a collector who makes personal calls when the account is 90 days old, instead of waiting until the account is 150 days old.

"This collector is actually a part-time man. He does the same type of work for other clients. But when he makes calls for us he represents himself, by our authority, as an employee of our company. We find that his calls are much more effective, and that delinquents are easier for him to deal with, if he says he is from the C. S. Hamilton Motor Co."

In the office of this firm, installation of a new accounting machine made possible a personnel
(Continued on page 84)

Chrysler Answers for You:

How Tough Will '54 Be? What About That 400-hp Engine?

Price Cuts in '54? What Is Chrysler Doing with Plastics?

Where's Air-Conditioning Headed? And Deer Stopping Test Cars!?!

(Questions here came out of Chrysler Corp.'s annual press conference at Detroit last month. Most of the answers came from President L. L. "Tex" Colbert, who presided over the meeting.)

Do you see any possibility of price changes during the year; if so, which way?

We have a factor to consider. We have got a labor increase coming December 1 based on the best figures we could get under this Bureau of Labor Statistics formula that we inherited. It looks as though the cost of living is still on the increase, and the best figures that our statisticians can give us today is that there is going to be a one-cent-an-hour increase indicated for December 1, with the possibility of two cents, but certainly a one-cent-an-hour increase.

I do not see any chance for price cuts on automobiles or trucks in the immediate future based on what we see now, because not only do we as manufacturers pay that new labor increase, but it runs through most of our major suppliers' plants.

You said that you were going to have a good year in '54. How good in relation to this year, do you estimate, on the basis of these studies?

The best figures we can get now, from what we know about industry schedules for the rest of the year — I think it looks pretty safe to say 1953 production will be 6,000,000 passenger cars, maybe a few more. Now, if you have 5,000,000 in 1954, you are off 20 per cent, roughly; if you have 5,500,000, you are off less than ten per cent.

How about the general economy which, after all, is your market?

For the reasons I mentioned earlier about more people having more money and the tax reduction coming in, and also the defense business continuing at a high level, I don't see any reason to think that the general economy is going to collapse.

I don't mean collapse, but do you think it will equal '53, be slightly lower or go above, or just what?

Automobile sales will roughly follow the general economy, and the automobile is practically a necessity in most people's minds now. Everybody who has one wants two, and those with two want three. As I say, I think that 1954 will be a good year, an excellent year. If we build the number of vehicles in 1954 I am talking about, it will be the third or fourth largest year in industry's history. By the same token, the general economy would drop off some compared to 1953.

You mentioned getting a greater share of the mar-

ket next year. The first nine months, your share was about 20 per cent. What would you estimate your share would be in 1954?

I can't estimate that. All I know is that we have an objective. We are running a little better than 20 per cent now on production and sales, but we have an objective of doing better next year. If you ask me if I can get a figure of 23, 24 or 25 per cent, I can't do that right now, but we are after a bigger share than we are getting currently.

How much did Chrysler pay in excess and conversion costs for steel in 1953?

\$29 million.

You don't, of course, anticipate any of that in '54?

We don't anticipate any of it, no. The way things are going we won't be buying any more penalty steel in the foreseeable future.

How much cost reduction would you estimate you could have per car — average-size car — among the various types you make next year, through the acquiring of Briggs (plant which makes Plymouth bodies) and with the excess steel cost behind you, despite the man-per-hour increase in labor and the possibility of a further labor increase based on cost-of-living? Would you think that your costs would come down in 1954, or that prices could be cut?

It is too early to appraise the items that you mention here. We haven't even completed the purchase of Briggs yet. I don't think you can appraise that.

The rumor is about that there is some chance that dealers other than Dodge might be handling the Dodge truck in the near future. Is there any truth in that report?

Those reports have taken a number of different forms. We are not going to three-way distribution of Dodge trucks such as we have on Plymouth cars. We have set our truck business off to itself. Lou Purdy and Bill Woolsey have moved their offices over into the truck plant. They are setting up their own field organization. They have already hired a substantial portion of their regional and district men. They are going to have not only a separate distribution. It is going to be divorced as much from Dodge passenger cars as it is practical to do, and they are also working on a dealer build-up program. In that

(Continued on page 90)



Our Successful Rules for Used-Car Advertising



By JAMES L. FERNAN*

Fernan, Chevrolet Co.
(Chevrolet-Oldsmobile)
Tampa, Fla.

*Excerpts from an address before the recent convention of the Florida Automobile Dealers Association at Daytona Beach.

AN AUTOMOBILE dealer must be many things. He must be a salesman, he must be a bookkeeper, he must be a diplomat, and a myriad of other personalities, if he is to be successful. He must also be an advertising man, so let's start our discussion of used-car advertising on the premise that every dealer is an advertising manager in his own right.

In addition, to be a successful advertiser, the dealer should obtain a standard 12" crystal ball for gazing into. This will be handy in forecasting weather, market changes and competitive advertising, all of which affect the success and the results of the dealer's advertising.

As advertising specialists, most of us would disagree as to which of the various advertising media will produce the most desirable and most economical advertising job for the dealer's used-car department. There would be almost unanimous agreement that we would like to cut our advertising in half, if we could just be sure which half to cut.

Advertising can be divided loosely into two general classes, and this applies to your used-car advertising as well as other types you may do. These classes in general are:

1.—Institutional advertising — which is a long-range undertaking, for the express purpose of building such factors as business character, prestige and reputation. Advertising of this type must of necessity deal with intangibles, such as quality, dependability, integrity, etc. This type of advertising is the reverse of the old "Spanish water torture," in that it continually builds up, whereas the torture tore down. Institutional advertising is continually building the advertiser

in the minds of the people affected by his advertising.

2.—The other general class may be termed "selling or point-of-sale advertising." This is a short-range undertaking, designed to create a desire for certain products or services at a given time. These are the ads that sell particular used cars by means of description and price. This is the type of advertising that sells merchandise after the dealership has been sold to the public through institutional advertising.

Let's talk about used-car advertising as it applies to our business. Is it a cure-all? Will it create a market? In our field I think the answer to both questions is definitely NO. We must realize that advertising has definite limitations, that advertising is a substitute for nothing, but we must also realize that advertising skillfully used is a potent sales weapon. Remember always that advertising will not take the place of salesmen, salesmanship, or a good product.

If advertising is to be a part of our business, we must treat it in a business-like manner and decide on some sort of rules. To me, the following rules seem to be basic in used-car advertising:

Rule 1: In all advertising be truthful, for truth and honesty are the basis for

all long-range business relationships.

Rule 2: Institutional advertising, to be effective, must be continuous. Said another way, repetition is reputation (provided people find just what you say they will find).

Rule 3: Since used-car advertising revolves around the car, deal and the dealer, may I suggest that you be competitive in these three factors, and that if you fail to be competitive in any one, your advertising will lose its effectiveness. Said in a few words: "If you have nothing to advertise, don't."

Let's talk a little about where we are going to advertise. Which of the literally thousands of advertising opportunities are we going to buy? Let's discuss five or six of the more important and more frequently used media.

1.—Check your used-car display, including the lighting, signs, etc. This is a continuing advertisement for your dealership, and many people's only impression of you is created by your used-car outlet. Is it substantial looking? Does it reflect quality and permanence? Are you proud of the way it looks?

Once again treading the thin line between advertising and public relations, check your used-car personnel for their advertising value. Your used-car facilities contribute to your institutional advertising, and your personnel and cars on display join other advertising media in point-of-sale advertising.

2.—Wide disagreement exists as to the value of newspaper advertising. Even further disagreement among those who favor newspaper advertising is the question of relative merits of display advertising and classified. Newspapers are useful for both institutional and point-

of-sale advertising, and should receive consideration in any planned program.

3.—Radio is still a fine advertising medium for both types of used-car advertising, yet it seems to be losing many of its champions in communities where television has become established. There still exists a large market to be reached by radio, and is to be considered in any planned advertising program.

4.—Television has recently become the hot spot of used-car advertising, with glowing reports from many of its strong supporters. Using the old adage that a picture is worth a thousand words, many successful used-car merchants have projected their used cars in attractive settings into the homes of potential customers by means of television. Although expensive, even by advertising standards, television, where available, should be considered in any used-car merchandise program.

5.—One of the oldest advertising media is that of direct mail, and

although the current tremendous quantity of direct mail has reduced the effectiveness of each mailing, yet there are those dealers who rely almost exclusively on direct mail for their entire advertising program.

6.—The last of the media which we will discuss here is by far the oldest and by far the best form of advertisement; also, it is the cheapest. Forever king among advertising media is the word-of-mouth advertising of satisfied customers. Remember, this type of advertising cannot be bought — it must be earned, and therein lies its effectiveness.

Let's Tackle Them

We have spoken of many factors pertaining to used-car advertising. Now, let's tackle a couple of the toughest questions:

How much do we get for our advertising dollar in the various media available?

How many advertising dollars should we spend?

For the purpose of this discus-

sion, let's assume that a given number of dollars allocated to any of the accepted used-car advertising media will bring the same results in customer interest. To put it another way, let's assume that you will receive a dollar value for each dollar spent, regardless of the media used. Then our problem becomes one of how many dollars to spend.

Here we run into a group of unknowns and once again we realize that no two dealerships are run exactly alike or have exactly the same problems. Here, then, are three questions that you alone can answer, which answers will tell you how many dollars you should spend:

First, what is your used-car situation? Do you have a used-car problem, and if so, can advertising assist in the solution of your problem?

Secondly, what is the used-car competitive situation in your community, and what are other dealers doing to stimulate used-car ac-

(Continued on page 82)

Some Tested Tips on Making Money Handling Used Cars

In a panel discussion on used cars by long-experienced dealers at the recent convention of the Florida Automobile Dealers Association, here were some of the reports on how to make this phase of a dealership's operations pay off:

E. A. Stebbins, Central Florida Motors Co. (Lincoln-Mercury), Orlando, Fla. — Have a lot of your used-car reconditioning done at other shops. You will find it is economical in many ways. If you do it in your own shop, you are taking up time that should be devoted to your customers' cars. You can get a bid on a tune-up, valve grinding, clutch replacement or paint job from an independent garage often cheaper than you can get a bid from your own shop.

If an independent used-car dealer can make money on a used car, so can we, and the reason we don't is because we don't merchandise them. I know of no department in the car business that lends itself to personalization as much as the used-car business. Put not your firm name but your own name out there on the lot. Let the public know that you personally are interested in their buying a good used-car. The used-car dealers do it. You should likewise personalize your used-car advertising and sales policies — not use your firm name.

Plan your entire used-car operation around you!

E. O. Clifton, Packard Miami Co. (Packard), Miami, Fla. — For two years we have been using a warranty plan which has eliminated 90 per cent of the comebacks on our used-car sales. Under this plan we provide a \$25 deductible guarantee on anything that goes wrong with the car for the first 30 days, with no mileage restrictions during that period. This has stopped those frequent \$2 and \$3 jobs. Very seldom have we had to back up this guarantee as the customer doesn't like the idea of having to pay out that first \$25. Of course you shouldn't recondition a car unless you can make a good, sound car out of it. We let out a lot of our reconditioning work just like Mr. Stebbins does.

Erwin T. Brooks, Brooks Motors, Inc. (Chrysler-Plymouth), Jacksonville, Fla. — We have used satisfactorily a bonus plan for our car salesmen by which after a salesman sells his 10th car he gets a considerable bonus on out for that month. Some salesmen hit 18 to 19 units. We also give silver and silver goblets, which puts the salesman's wife into the business, because she gets right behind him.

James L. Ferman, Ferman Chevrolet Co. (Chevrolet-Olds), Tampa, Fla. — The worst feature about used-car sales is that they get you and your people in the habit of depending on them. If you have been doing the job you should have been doing all year, you don't need used-car sales.

A Texan

By Baron Creager
Southwestern Editor

B. B. "BEN" Stewart, working with three mechanics, did a volume of \$40,000 in 1952 in his compact, six-stall garage that cost around \$10,000 to build in San Angelo, Texas.

Stewart estimates that his volume would have been only \$30,000 in a larger, more conventional building because he contends that he and his men can do 25 per cent more work than could be done in a location with drive-in and drive-

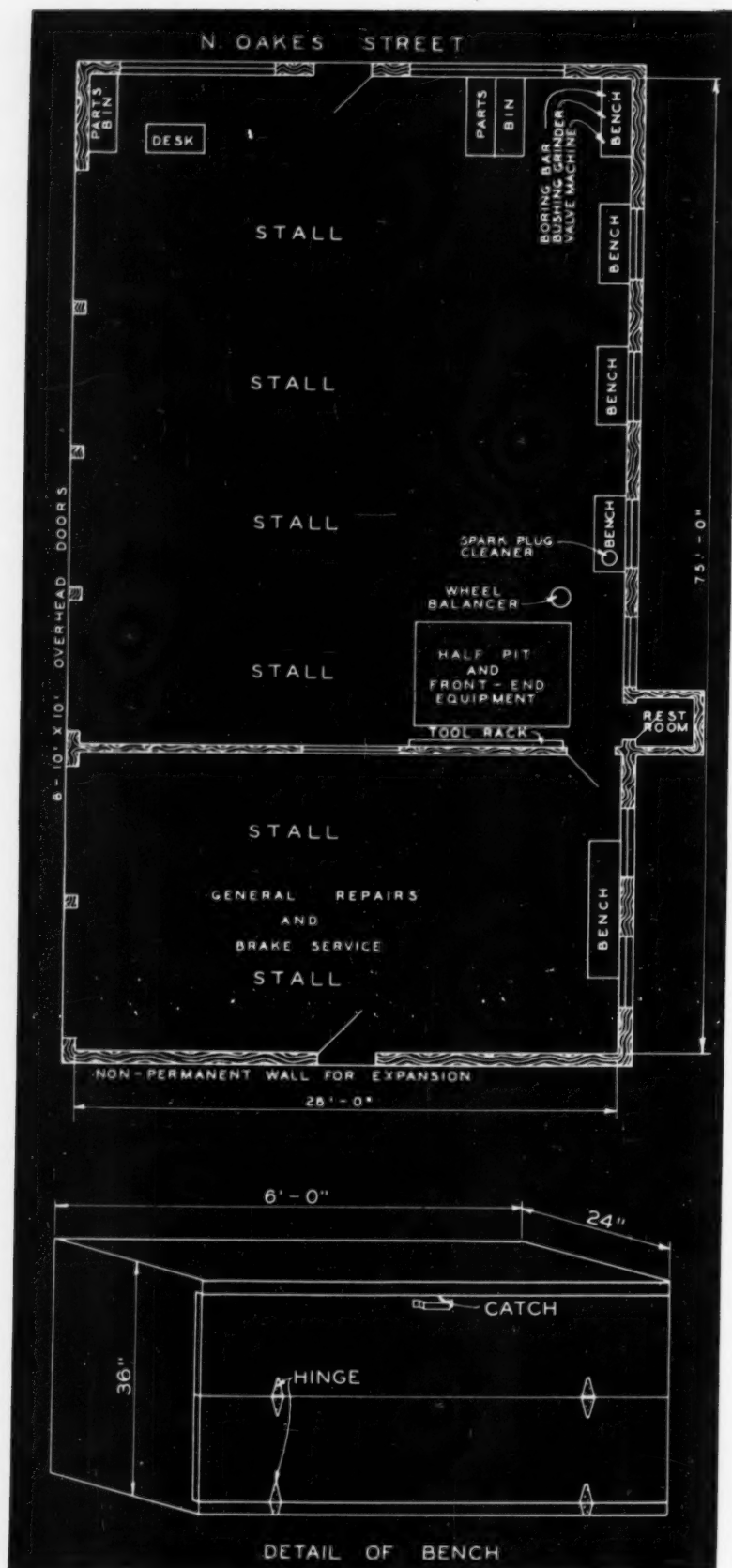
This is the third in a series of articles on garage buildings that have proved the value of their layouts in actual day-to-day operations. The first two articles were carried in September and October. The fourth is to appear in the January issue.

out facilities like many shops have.

"This was built in January of 1951 according to my ideas and there is no space wasted," Stewart explained.

"My principal objective was to minimize congestion and that has been done. In my experience, where there is an entrance and an exit there is constant congestion. People drive in, park and don't think about blocking shop traffic. A lot of shop production time is wasted moving cars around. My opinion is that when the shop doesn't waste that time, just about one-fourth more can be done."

The tool bench shown in drawing at left is hinged in the center. Mechanics can lower top section to get tools from the top shelf, which is on the level of the hinged joint. If tools from the lower compartment are needed, face of the bench can be lowered to the floor. Stewart built the benches.



Cured Shop-Congestion Pains

Stewart has only a semblance of an office—a small desk—in the six-stall building, 28 by 75 feet, which is mostly doors and windows with nearly every square foot of floor space utilized. Even the connected, modern rest room is outside to conserve inside space.

Although the stall limit is six, Stewart comments, "if it isn't too hot in summer or too cold in winter," a total of ten or 11 cars can be received simultaneously for service if four or five are parked just outside, behind those "stacked" in the stalls.

Daily volume amounts to between 15 and 25 cars. Body work is not accepted, nor is there a lubrication rack. Stewart does not personally object to lubricating a car, but finds that most mechanics resent the assignment, so he passes up "lube" business.

Launched His Own

He was a Chevrolet mechanic for years in Abilene, Texas, before launching his own business six years ago, choosing to do this in San Angelo instead of his home town.

"It didn't seem quite right to me to start in Abilene, where I would have taken a lot of customers from people who had been good to me," he said.

"Here in San Angelo I started as a Chevrolet specialist in a building 20 by 22 feet, just room for two cars at a time. But with one mechanic most of the time I grossed \$18,000 there.

"It seemed at first that we were somewhat cramped for space in that small building, but the arrangement simply had to work out for me, and as time wore on I realized the full advantages of compact operation. So when I expanded, I decided there would be no glamour in the new place, that it would be built strictly for efficiency. If a small, space-saving building was good for a two-car operation, I reasoned it would be good for a bigger operation, too."

For several years after starting his own garage, Stewart accepted Chevrolets only. After he was established, owners of other makes

sought his service, but he stood firm on his policy of "Chevrolet service only." Eventually he was turning away enough miscellaneous service work to keep two men busy. Finally, assured that his reputation for good work was made, he capitulated to demand and began accepting all makes. However, the car he chose for his specialty still represents the substantial portion of his volume.

Two policies dominate the busi-

ness operation of the Stewart garage.

One concerns credit, and although a prominently-displayed sign announces "No Credit," this is not literally true. Credit is extended to established customers, up to what is considered a safe maximum for the current month.

This maximum may be attained by the 10th, perhaps not until the 15th or 20th of the month. When

(Continued on page 78)

Stewart estimates that he and his men can handle 25 per cent more work in his building than they could in a conventional "walled in" building with the same floor space. The rack for tailpipes in lower photo is another example of something built by Stewart to use space efficiently.





Dealer Headaches Pass Him By

PROBLEMS which have been affecting a lot of big and little "Big Three" dealerships haven't been hitting Chambers-Lazenby Motor Co. (Ford) so hard in the 2,700-population town of Monroeville, Ala.

Among the toughest of these headaches — which any dealer knows — have been the questions of how to obtain real sales personnel and some substantial profits from new- and used-car sales. In both cases this fast-moving dealership in a small Southwestern Alabama town has found the answers.

A modern used-car lot worthy of a large city was created where traffic on the town square would flow by. A man was employed at a small salary merely to speak to people as they went by. Then, one day, it hit Bert Chambers right out of a clear sky: This man had a lot of friends and acquaintances; why not try him at selling cars? The employee had been going to lodge and church meetings and attended quite a few funerals; he was bound to make a lot of valuable contacts. Today this man is a full-fledged car salesman.

One salesman left the firm, creating a gap which isn't easily filled in a small town where potential or actual salesmen are naturally few. Ordinarily the firm would have turned to Mobile, Birmingham, Montgomery or some other city, approached a tested salesman who was looking for the quieter life of a small town, and then offered him a proposal which might yield him \$500 a month.

"But we had a learner in our body shop who caught my eye," related Chambers, who is himself

A small-town dealer has found solutions to knotty problems.

an energetic ball of fire. "I wasn't sure at all that he would fill the bill. He said he'd like to try it. Now his income is no longer \$45 a week; he's getting better than \$600 a month."

This former body-shop employee realized he was being tried, and therefore exerted far more effort than might usually be made by a trained salesman, Chambers explained. What he lacked in salesmanship knowledge he made up in energy directed toward making as many contacts with prospects daily as the clock permitted.

Making Full Gross

As to how this firm has been moving new and used cars at virtually no discounts, the Alabamian explained, first of all, this was possible "because we have a Chevrolet dealership here which also believes in making full gross profit on his units." Together these dealerships have been able to weather the storm which has been breaking around them from admittedly "wildcat" ads reaching Monroeville in the big-city newspapers.

"We tell our prospects that if they think they can get such fine bargains, and later fine service, from these dealers who are advertising such bargains, they should go there first and get the facts firsthand," Chambers said. "They have gone there, too, in some cases, and found that all that was implied in the ads wasn't true. We have been

losing a small percentage of sales to those dealers."

Product, not price, is being sold by him and his competitor the Chevrolet dealership, said Chambers. This hasn't always been easy, he explained, but once the line of battle is broken, word would get around and then gross profit would shelve off immediately.

"The time may come when we'll have to throw in a set of seat covers or maybe even a radio, and of course we have been having to overallow on trade-ins to some extent," he commented, "but we're not going to give away the bulk of our gross profit. Clothing-store and grocery-store merchants don't do it."

The manner in which Chambers-Lazenby has been operated in Monroeville by Partners K. J. Lazenby, Dayton Russell and Chambers is another explanation of how the sales-discount battle has been minimized. These officials have participated keenly in all civic enterprises. Russell recently chairmanned a committee which raised a substantial sum for a community clubhouse.

Residents of the area know how these officials have coordinated their operations with the town's life and that while the price-cutters may offer a slightly better deal at the moment, Chambers-Lazenby has been operating since 1937.

An idea of the size of this big small-town dealership's operations can be gained by the fact that by mid-October it had sold 90 new cars and 70 new trucks this year. It sold 24 new cars and 54 used cars and trucks this past September alone.

A Georgia Shop Has No Gripes on These Tune-Ups

By M. M. Wilcox
Assistant Editor

THE eight-mechanic service department of Tom Mitchell Buick, Inc., Atlanta, Ga., is averaging 20 to 25 tune-ups a day and come-backs are "less than one in a hundred," said E. L. "Gene" Newman, service manager.

Modern equipment to do the complete job, plus careful workmanship, has enabled this suburban dealership to virtually eliminate complaints about tune-up work, as well as complaints about engine operation from new-car purchasers coming in for warranty check-ups.

"We believe in buying any piece of equipment that will make work easier for the mechanic," said Newman. "Like anybody else, a mechanic is going to take the line of least resistance in doing his job. If checking a certain item on a car takes a good deal of time or is hard to do, the mechanic is apt to skip it, unless he has some real indication that the trouble may lie there."

The most recent addition to the shop's tune-up equipment — all designed to help the mechanic tune an engine quickly and easily — is a tester that does what might be called a "screening" job on the condition of automotive electrical systems. Newman and his men are enthusiastic about the tester because it is easy to operate and helps them locate needed adjustments in a hurry.

The unit is used in a slightly different manner from the familiar testing equipment found in every well-equipped shop. Instead of testing each electrical component separately, it checks a whole group



Service Manager Newman (left) discusses with John Norwood a couple of the readings made with the tester for "screening" electrical systems, which mounts on a special radiator cap to hold it in a convenient position. Regular tester will be used in correcting any faulty settings.

of components or a section of the electrical system at one time.

If the readings tally with factory specifications, the mechanic knows that section of the electrical system is okay. If the readings don't agree with specifications, the mechanic uses a conventional electrical tester to pinpoint the trouble and correct it.

"The new tester isn't intended to replace existing equipment," Newman explained. "Actually, I believe we're using our regular electrical testers about 30 per cent more than we did previously. The check-sheet on which mechanics record results of the 'screening' tests suggests additional tests that should be made if the readings are too high or too low.

"The mechanic will roll out our regular testing equipment and start in. He knows which components may be at fault and he usually can run down the trouble without difficulty and correct it. Since the additional tests are definitely indicated, there's less tendency to do a hit-or-miss job or to guess which units may be at fault and not spend the time to look for the real difficulty.

"A mechanic can complete the 'screening' tests of the entire electrical system in about ten minutes. He can make all hook-ups before he starts and run right through the tests without changing them, which saves time.

"If the electrical system isn't exactly right, he hooks up the regular tester, removes the distributor from the car or takes whatever steps are necessary to find the exact trouble and correct it."

Today's high-powered cars cause a dual problem in tune-up work. In the first place, they are more complicated and it's harder for the mechanic to keep up with all the specifications and servicing techniques. And yet the work must be more exact than with the old-timers built 15 years or so ago.

With the exception of two men who specialize on automatic transmissions, the mechanics in the Tom Mitchell service department are all general "line" men, handling tune-up, brake work or whatever comes their way. Newman wants to provide modern, easy-to-operate equipment that will make it possible for them to do a high volume of quality work.

Tune-ups now account for about 40 per cent of the service volume at Tom Mitchell Buick. It is a profitable service, especially since there are almost no come-backs to waste dollars and time.

But as every serviceman knows, actual dollar volume from tune-ups is not the only thing to consider. A reputation for good tune-ups can attract a lot of customers; unsatisfactory tune-ups can drive them away.

(Continued on page 80)



How Things Look

**Says a Post-War
Dealer of Oklahoma—**

**"I wonder if it would be out
of line to offer suggestions
to dealers selling at cost?"**

By PAT MURPHY
Pat Murphy Buick Co.
Ponca City, Okla.

Editor's note: Pat Murphy has been a franchised car dealer only since the war. The editors asked him to comment on the current market facing dealers and to suggest any steps which might be taken for the future.

SO THE honeymoon is over and now comes the separation of the men from the boys. Not a very pleasant thought, is it? Especially for us newcomers who have not had time to get firmly entrenched.

With the cost of living at a high peak, we find it almost impossible to make a profit from an automobile dealership.

Since it was inevitable that the supply of new cars would eventually reach the demand, this would not seem to be a bad time, while adjustment can be made, but a manufacturer's race and the "Blitz Boys" have caused quite a riot. Of course we know it is false advertising, but some dealers are spending tons of money buying out radio and television stations and running 24-hour shifts, insisting that they only want to make one dollar per new car sold.

How crazy can we get?

There seems to be a general opinion that the dealers should be divided into two categories, the pre-war and post-war groups, and each have a tendency to want to place the responsibility for our present condition on the other. In my opinion we are both to blame along with the factory (overproduction can break all of us). Of course we have cried for cars so long that I seem to note a gleam of satisfaction in the eyes of factory officials when they ask us to take a few "extra" cars.

Not far from where I live we have a cross-country highway. In traveling this road it seems that about every fourth vehicle is a truck transport, either loaded with new cars or hurrying back to some distribution point for another load.

There is no question but that the factories are aware of what goes on, but there is a question as to what their action will be. We

know that they can't change their production figures overnight to fit the next day's sales, but some adjustment will surely be made. The big question is what is going to happen to the dealer body in the meantime?

Naturally many dealers can't survive on their present operation and many of those that can will be too smart to stay. Most of our trouble seems to have been brought about by dealers who became panic-stricken when they found themselves with a few cars on hand. Actually a reasonable working start of new cars is a healthy condition.

The dealer who thinks he can sell from \$2,500 to \$4,000 worth of merchandise for a profit of \$50 usually winds up with a loss on the transaction. Many dealers have sold directly or indirectly to used-car dealers. Of course they sold themselves along with other dealers down the river, as there is no quicker way to destroy a product. Some of the biggest aggressors in this case were post-war dealers in small towns — points that probably should never have been opened. They have no selling expense, offer no service, but they are overlooking one thing: They don't make any money either! We

know what will happen to them, but they sure "muddy" the water while they last.

Then we have the pre-war dealer who has been a good merchant over a period of years, had to be to stay, but he missed a red flag on the play several months ago and failed to build a good strong selling organization. The first thing he knows he is covered with new cars. The used-car dealer and some new-car dealers are selling his product at little above cost. He remembers the lean years, becomes a little alarmed and joins the big happy family. Of course he can play this game longer than many of the other boys, but selling his merchandise at cost is not the way he attained his present position. So if we don't have a change for the better soon, my prediction is that he will quietly get out.

We all love the freedom in this great country of ours where every man has the perfect right to operate his business as he sees fit. But I wonder if it would be out of line to offer some suggestions to the dealers who are selling these new cars at cost:

First, to those who have it made, surely there is a better way to amuse yourselves.

Second, to those who don't have it made, why not go to work, change your operation, or start today to sell your services to some good solid firm who realizes that it must make a profit to survive? You will find much more security.

Looks as though we are faced with quite an adjustment period. I as a post-war dealer plan to work hard, get my absorption figure to its highest possible point, retail every used car except salvage and hope that we as dealers and our manufacturers use better judgment in the future.

to Car Dealers

**Says a Long-Time
Dealer of Florida—**

**"It looks like all of '54 will
be a good year as far as con-
cerns the service business."**



By WALTER A. McRAE
President, Duval Motor Co. (Ford)
Jacksonville, Fla.

SINCE the volume of business in our service department has become one of the largest in this section of Florida, I believe we can speak with some degree of authority in commenting on current trends.

For one thing, it looks like all of 1954 will be a good year as far as over-all service business is concerned. For instance, on one highway in this area, traffic is up over 118 per cent as compared with a couple of years ago.

This means that there are more cars on the road and a higher proportion of them will eventually roll into our shop for servicing or repair. As automobiles and roads get better, the average American will drive in an ever-increasing ratio,

Editor's note: This author has been a dealer for many years, unlike his fellow dealer on the facing page. The latter comments from experience gained only since World War II. On this page are remarks invited from a dealer whose experience really goes back "when."

but I don't think that the costs of driving will go down.

We seemed to have reached a fairly stable living-cost level, and

barring an unlooked-for depression, I do not see much change in this situation in the next few years.

How do we keep our service volume at a high level?

This is a question often asked us, since we now are in our 38th year as Ford dealers at Jacksonville. Right now we are servicing around 150 cars a day with a total working force of 87 men. We have managed to keep our volume up during the last several years through consistent and continuing telephone contacts and through mail follow-ups. The use of budget selling is greatly encouraged in our organization.

It is necessary that we concentrate heavier on getting business into our shop now than we did a few years back for the simple reason that people are trading cars more often and, as a result, the average automobile is in better shape mechanically than formerly.

This has caused us to streamline our service end of the business and departmentalize it as much as possible. For instance, we have these separate departments:

Body, paint, trim, glass, truck, front-end, tune-up, electrical, lubrication, quick service and general repair. It is surprising how waste motion can be cut down and efficiency stepped up through the proper departmentalizing. This is just a long word for the knack of having each one of your departments run along simple lines.

Of all the services we offer, the tune-up ranks first in the number handled, with front-end jobs running in second place. These, incidentally, are the most profitable jobs as far as we are concerned.

There is no reason why the average owner shouldn't get more service business in the next year

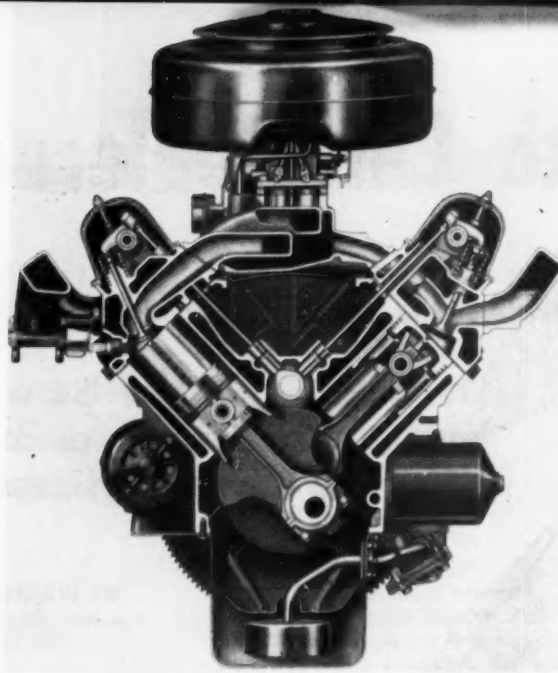
(Continued on page 70)

**"Aren't you afraid of indigestion, only taking two and a half
hours for lunch?"**



SOUTHERN AUTOMOTIVE JOURNAL

Lincoln Has Improved Carb



Improvements in the V-8 engine include a new vacuum-controlled four-barrel carburetor, single-diaphragm vacuum distributor control and new hydraulic tappets.



AN IMPROVED four-barrel carburetor is one of the mechanical features designed to assure greater power and efficiency in the 1954 Lincoln engine. A number of other changes have been made in the 205-horsepower V-8 engine that powers the restyled Lincoln and Lincoln Capri models.

The four-barrel carburetor now uses a vacuum method of operating the second two barrels. In normal driving, only the first two barrels are needed, but whenever the power requirements of the engine exceed the breathing capacity of the primary barrels this vacuum diaphragm opens the secondary throttle plates to the position that will admit the right amount of additional air and fuel.

Entirely divorced from the accelerator, the operation of the two secondary barrels depends only on the amount of air flow through the first pair. This assures power supply when it is required and results in economy by preventing waste of fuel through unnecessary use of the second barrels when they are not required.

The 1954 carburetor is equipped with new external venting action that lets fuel vapors pass outside the carburetor when the engine is idling or stopped, leaving the intake manifold dry and ready for instant starting. When the throttle is opened, the vent is shut, permitting normal carburetor operation.

Development of a new throttle

linkage has resulted in a smoother shift of the automatic transmission, which is standard equipment.

A larger, more flexible single-diaphragm vacuum distributor control has been added. The greater sensitivity of the diaphragm eliminates the need for the mechanical linkage previously used, Lincoln engineers said, and assures ample initial spark advance for smooth, positive acceleration from standing starts.

Prevents Vapor Lock

A low-restriction oil-bath air cleaner forms the carburetor air horn and encloses a dual-float concentric fuel bowl which is mounted over the four barrels. This assures a continuous flow of filtered air around the fuel bowl when the engine is running and protects against vapor lock.

A magnetic fuel pump has nearly twice the efficiency of the former one, giving protection against the penetration of metallic particles into the fuel system.

Hydraulic tappets have been redesigned to provide a higher oil level so there is plenty of oil to fill the compression chamber when starting a cold engine.

Larger brakes have been developed, with brake diameter increased to 12 inches. This has resulted in a ten per cent increase in braking area to 220 square inches. This additional capacity is effective throughout the braking range, requiring a quarter to a

third less effort to stop the car at any given speed.

Power steering, power brakes, electric window lifts and four-way power seats are optional equipment on all models.

A noise-suppression feature has been incorporated on all tires for the Lincoln to minimize the tire squeal caused by the vibration of the outside shoulder ribs of the tires when the car is driven around a turn fast enough to cause these ribs to slide. Buttons or spacers have been added between the ribs of the tires to muffle the noise.

Greater rigidity in the hood and front end has been obtained by a new straight hood lock support plate rod, the lower end of which is attached directly to the frame.

The steering column of the new models has also been made more rigid by the addition of a rod extending from the column support to the cowl.

External styling changes are found in the bumper and parking-light treatment, in side moulding and a new rear-quarter gravel shield. Integral back-up lights have been combined with taillights as standard equipment on all models.

Interior trims are color-harmonized with exterior colors.

A four-door sedan and a "hardtop" coupe are offered in the 1954 Lincoln series. The Lincoln Capri models include a four-door sedan, hardtop and convertible.



How a Small Dealer Plans His Future

By **S. D. NIMMER**
President, Nimmer Chevrolet Co.
Blackshear, Ga.



(Steve Nimmer, who really is a big dealer in a small town, was asked to give his views on what's ahead, in his belief. He has served repeatedly on the Chevrolet dealer planning committee, Jacksonville zone, and comes from a family which has had six sons in the automotive business. He has been a dealer at Blackshear since '41, but his experience in this industry started with Motor Supply Co., Savannah, in 1936.)

WHAT are my plans for the present and future?

Dealers discuss — and rightly so — cutting expenses, increasing volume, improving service absorption, moving used cars, getting trained mechanics, etc. All of us have discussed these things. The factories have discussed them with us and all of us have our own ideas.

I do not have anything new to tell many of you, but here is my basic plan — and it is long-range:

First, if you haven't got a decent building and adequate space, take a look at your potential and see if you can't build, thereby increasing your business enough to pay out the extra investment in ten or 12 years.

If you build, figure how much

ground space you need and double it. You'll probably expand in three or four years after you build. People will buy in small towns if you have a nice, attractive place of business.

Look modern, keep your building clean, plant grass and shrubbery, police the grounds. We change the outside color of our building every year. This really creates favorable comments.

Second, put good, up-to-date equipment in your shop and put it where customers can see it. Let your customers know about your equipment and tell them that your men have the know-how to operate it. Send your men to factory schools and to equipment schools.

Stay in the shop yourself as much as possible and talk to your

service customers. Look over your equipment. Keep it painted and keep it clean.

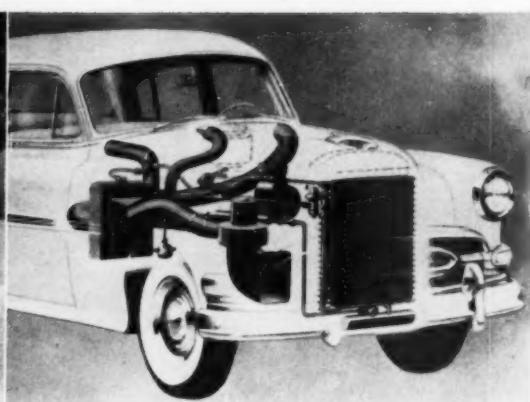
I try to add a new piece of equipment every year and always let our customers know we are keeping the latest in equipment.

Keep new posters and banners up in your shop. Don't let old, dirty posters stay on the walls.

The third factor is your employees. They are the backbone of the dealership. New buildings, new models, new merchandising ideas and different times call for new and different kind of people.

You must have people who are sound, solid citizens, who pay their debts and are respected by their fellow townsmen and known for their ability, honesty and fairness. Of course, I lean toward the younger people and I think that by and large they are quicker to learn and have an open mind to the new ideas of the automobile age.

Fourth, take a look at your parts department. Too many of us take this department for granted. It is
(Continued on page 108)



The 1954 Pontiac

The air-conditioning system offered on eight-cylinder models is completely front-mounted, as shown above. Below is the unit that controls tilt of front seat and will raise or lower it. The mechanism is operated by the two levers, plus body movement. Knob controls backward-forward motion.

AN OPTIONAL front-mounted air-conditioning system for eight-cylinder models, a front seat that can be adjusted to 360 different positions and a number of refinements in the engine and ignition are features of the 1954 Pontiac line.

The air-conditioning system is a factory-installed option on cars equipped with the eight-cylinder engine. All major components are forward of the dash, with the cooled air entering the car through two adjustable nozzles mounted in ball sockets at each end of the instrument panel and through a valve outlet in the air-conditioning control board on the instrument panel.

The compressor is mounted on the top right-hand corner of the cylinder block and the condenser is placed ahead of the radiator behind the grille. The evaporator is under the top surface of the right fender, back of the front-wheel opening.

The compressor is belt-driven from the crankshaft through a pulley connection and lubricated by an oil reservoir in its base.

A magnetic clutch is an integral part of the compressor drive. When the instrument panel control lever is moved to "On," electrical windings in the inner clutch plate are energized, causing engagement of an outer clutch plate by magnetic attraction and placing the compressor in operation. When no cooling is desired, the clutch is disengaged and the power necessary to drive compressor is saved.

Outside air enters through a duct at the right side of the engine which is divided near its center so that, by movement of the controls on the instrument panel, it is possible to mix incoming uncooled air with that cooled by the evaporator for a wide range of temperature control.

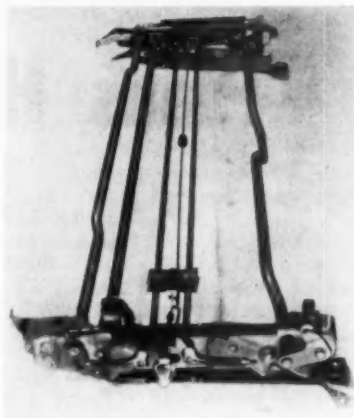
Installation of the unit on the eight-cylinder engine includes also a fast-idle mechanism, which operates when the gear shift or selector lever is in neutral, to allow the cooling system to operate at greater capacity when the car is parked for short periods.

Other engine modifications include a six-bladed fan, heavy-duty combination fuel and vacuum pump, 130-ampere hour battery and heavy-duty 50-ampere generator and regulator.

Air-conditioning also calls for a new type tube and center radiator with a 13-pound pressure cap, heavy-duty front springs and, to retain desired car performance, a 4.1 to one axle ratio with synchromesh transmissions and a 3.42 to one with Hydra-Matic transmissions.

The "comfort control" front seat is mechanically operated and does not use hydraulic or electric power. A knob controls the backward and forward movement. Two flanking levers, combined with body movement, control the tilt of the seat and may be used to raise as well as lower it.

Front up-and-down tilt is achieved by a segment pivoted between the front end of the fore-



and-aft track channel and the front end of the seat support stamping. This segment has six teeth that engage two locking catches, one above the other.

A set of segments and catches is installed on each side, coordinated by a torque bar. Pulling the front handle up disengages one catch on each side and allows the seat to be tilted up only. Pushing the same handle down disengages the other set of catches and allows the seat to be tilted down only.

Rear up-and-down tilt is accomplished by movement of the rear handle up or down, which activates a similar set of segments and catches. Tension of rear-tilt counterbalance springs can be varied by hooking in three notches.

A new carburetor for the eight-cylinder engine and a new distributor for the six-cylinder engine are two other features.

'54 Chevrolet Engine Goes to 125 HP

These are three of the 13 body styles offered in the 1954 series. The Bel Air four-door is at left below. The "150" two-door sedan (right below) replaces the business coupe. One of two station wagons is at right.



CHANGES to boost engine power and give smoother performance have been incorporated in the 1954 Chevrolet cars. Improvements have also been made in the chassis, and the Powerglide automatic transmission is available as an option on all models.

On Powerglide-equipped models, a 125-horsepower (formerly 115), valve-in-head, six-cylinder engine is used. It produces maximum power at 3,800 rpm and has a compression ratio of 7.5 to one.

Installation of high-lift cams and improvement in the valve mechanism make possible a freer intake of combustion mixtures and a more complete expulsion of exhaust gases.

Hydraulic valve lifters have been redesigned for more reliable operation. A composite camshaft drive gear, having an aluminum-alloy ring, a synthetic rubber insulator and cast alloy iron hub, replaces the bakelite and fabric gear with steel hub.

A new cast alloy iron camshaft has greater resistance to twisting at higher speeds. More strength is built into rocker shafts by a reduction in the diameter of the attachment holes at each end.

Another mechanical improve-

ment in the Blue Flame "125" is applied to prevent stalling following cold starts. To allow for heavy acceleration demands during warm-up, the thermostatic spring in the automatic choke has been stiffened and the vacuum piston increased in diameter.

The Blue Flame "115" engine, used on models with standard gearshift, has full-pressure lubrication, aluminum pistons, insert-type connecting rod bearings and a more rigid crankshaft and connecting rods. It develops 115 horsepower at 3,600 rpm.

Pistons are of the same lightweight type used in 1953 Powerglide engine, but the piston pins have been offset, contributing to quiet operation under all conditions.

Smoother acceleration is provided by a carburetor change to afford a better balance in fuel mixture. The result is a double step in the fuel valving into the carburetor power jet which maintains peak efficiency in the mixture during changing load conditions.

The clutch assembly for gearshift models has smoother operation and greater reliability. In the previous design, the pressure plate was driven from the clutch cover

by three lugs. These lugs have been replaced by three equally-spaced spring steel straps. The straps are riveted to the cover assembly and bolted to the pressure plate. Since the binding of the slots has been eliminated, the pressure plate always makes a full pressure contact with the driven plate for transfer of torque to the drive train, Chevrolet engineers said.

A new 30-inch muffler compares with the earlier 16-inch length on closed-body models. Three resonant chambers increase the range of vibration damping and minimize body resonance. Besides improving silencing, the new muffler reduces back pressure.

Nylon rear spring inserts are used to eliminate the need for lubrication.

The 1954 models offer a "package" option of electric front seat adjustment and front window lifts.

There are 13 body styles available in the three series for 1954, including two additions to previous types. An eight-passenger station wagon brings to five the number of Bel Air body types. A utility sedan is being offered in the "150" series, the lowest-priced line.



The Conestoga station wagon is available in both the Champion and Commander V-8 series for 1954.

Studebaker Uses New Brakes

THE addition of the Conestoga station wagon to both the Champion and Commander series and the use of new and larger brakes on all models are features of the 1954 Studebaker line.

The all-steel station wagon, named for the wagon in which pioneers went west, was designed by Raymond Loewy. It is available in both the Commander V-8 and the Champion series with a choice of three transmissions: conventional, overdrive or automatic. The latter two are optional at extra cost.

The new brakes combine the principles of self-energizing and self-centering brake shoes to give greater braking efficiency.

The self-centering action is achieved by a keystone-shaped anchor block against which the upper ends of the floating brake shoes rest. The arrangement permits the shoes to center themselves on the drum for uniform lining contact. Manual adjustment for proper toe and heel contact has been eliminated, Studebaker engineers said, and the automatic centering action takes place continuously as the lining of the brakes wears.

There is only one adjustment at each wheel. The adjustment setting can be turned with a screwdriver for either periodic or re-lining adjustments.

There is also a new brake-drum design. The drums have 35 per cent heavier ring sections and a new seal design that is more ef-

fective in keeping out road splash.

Front brakes on the Champion have increased from a nine-inch diameter to ten inches. The Commander rear brakes have been increased from nine inches in diameter to ten inches. Commander front brakes, 11 inches in diameter, have been increased one-fourth inch in width.

The easier pedal action of the self-energizing brakes means that less effort is needed by the driver to operate them. As the brakes are applied, the rotation of the drums around them produces a "wrapping" effect which helps to force the linings into contact with the drums. Thus, the movement of the car helps the driver when he is braking.

Acceleration and performance have been stepped up on both the Champion and Commander as a result of a 7.5 to one compression ratio in the powerplants of both cars.

Automatic transmissions on Champions now have three power ranges in "Drive" position: automatic low, intermediate and direct. The automatic low gear start makes possible much greater acceleration at low traffic speeds, engineers said.

New radiator cores and changes in the design and pitch of the fans assure better cooling.

New clutch linkages on cars equipped with conventional or overdrive transmission make possible lower pedal pressure.

The Commander Starliner hardtop shows the changes in grille and trim that have been combined with low silhouette featured in the line.



Dat Debbil

Rust *Sells Undercoats*



COASTAL regions constitute a natural playground for the demon rust, which eats into a car body from underneath, and dealers and other service institutions in such regions have nature as an ally in the sale of undercoating, in the opinion of M. L. Hair, service manager for Downtown Chevrolet Co. in Houston, Texas.

This service manager, his service salesmen and even new-car salesmen in the dealership know thoroughly the story of what damage can be done to a car by rust and they use this information to sell an average of ten undercoating jobs a week throughout the year.

In the summer the dealership sells more undercoating jobs than in the winter. Hair's only explanation for this is the possibility that more car owners drive to coastal areas in summer than in winter.

Summer average is two under-

coating jobs a day. Yet at ten a week on the basis of \$25 per undercoat, volume would amount to \$13,000 for the year; and the margin at from \$7.50 to \$8 per job, would approximate \$4,000.

"What gets rust started on cars in our area is the salt in the air," explained Hair.

"This is not necessarily true of Houston and the immediate vicinity, but a great majority of the car owners here find most of their recreation, summer or winter, at or on the bay near Galveston.

"It is my understanding that between Galveston and Corpus Christi, salt content of the air is as heavy as it is for any region in the United States. The amount of salt, of course, depends on the amount of wind, its direction and the amount of spray picked up by the wind. However that may be, salty air starts rust working on a car and some of them come in here

so badly eaten by rust that the body seems about ready to fall off.

"This condition among neglected cars is so common in this territory that it is almost universally recognized by the motoring public. Therefore, it is not too difficult to sell an undercoating job when the customer can afford it."

(A spokesman for the U. S. Weather Bureau in Houston said there were no statistics available on the salt content of air in South Texas coastal regions, but agreed with Service Manager Hair that Texas conditions are among the worst, due in a large measure to prevailing Southeast winds.

(The bureau spokesman said that salt-bearing air does not usually penetrate more than 30 miles inland in that region. Salt content of the air, he said, is less in Florida and salt conditions generally depend upon wind, varying also according to locality. However, he emphasized that salt is present in the air in varying quantities in all coastal regions.)

Service Manager Hair said that the salt-air argument is used by Downtown Chevrolet from another angle, too.

After it is established that the new-car buyer is aware of the rust hazard of the area, he is reminded that a car treated early in its life with undercoating will command a better trade-in value. A treated car resists rust and, naturally, is worth more to a dealer than a rust-eaten vehicle.

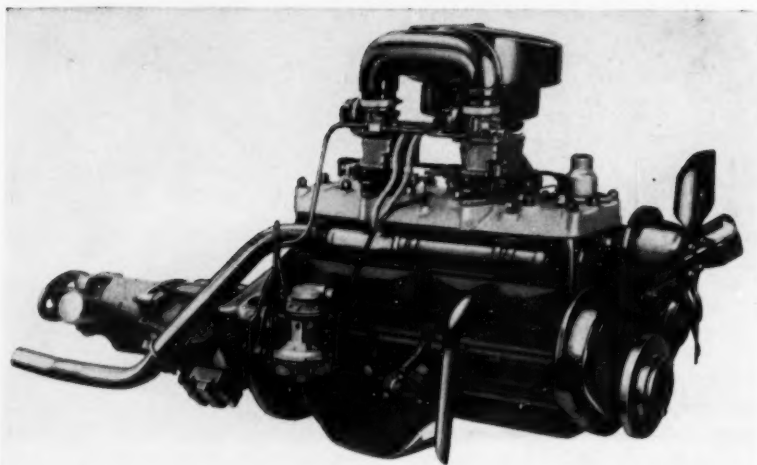
Hair said that a car owner need not be a resident of an area fanned with salt-laden air to expose his vehicle to this menace.

"Many business organizations with headquarters in Houston constantly travel men in cars into and

(Continued on page 85)

Rust may eat into a fender from underneath unless the metal is given a protective coating. Service Manager Hair points out to car owners.





The "Dual Powerflyte" six-cylinder engine powers the Statesman series.

'54 Nash Statesman Has New Engine

A NEW "Dual Powerflyte" engine for the Statesman series and a four-door sedan on a 108-inch wheelbase in the Rambler series are highlights of the 1954 Nash models.

The new engine features an aluminum cylinder head and two single-barrel carburetors as standard equipment. With a compression ratio of 8.5 to one, one of the highest in the industry, the six-cylinder L-head engine has 110 horsepower at 4,000 rpm.

The engine also features better distribution of fuel-air mixture, increased "breathing" capacity and a redesigned straight-through exhaust system.

The horsepower of the Ambassador "Super Jetfire" six-cylinder engine has been increased to 130, with a compression ratio of 7.6 to one. The "LeMans Dual Jetfire" engine with an aluminum cylinder head and a compression ratio of eight to one is available as optional equipment on all Ambassador models. It develops 140 horsepower at 4,000 rpm.

The "Super Flying Scot" engine with a compression ratio of 7.3 to one and a displacement of 195.6 cubic inches is used for the Ram-

bler four-door sedan. Improvements have been made in the connecting rods, main bearing oil seals, crankshaft and camshaft, exhaust manifold and ignition system.

The other Rambler models, with a 100-inch wheelbase, are powered by an 85-horsepower version of the engine, with a displacement of 184 cubic inches,

when used with standard transmission.

Dual-Range Hydra-Matic drive or automatic overdrive is available as optional equipment on all models.

A new steering wheel overtake switch, called the "Power Pass," will be standard on Ambassador and Statesman custom models equipped with overdrive, and overdrive Ambassador models powered by the optional "LeMans" engine. The accelerator pedal overtake also will be standard on the same models.

With steering wheel overtake, the driver can downshift without "flooring" the accelerator pedal, permitting a smooth return to third gear. The accelerator overtake system can be used in emergency situations.

Power steering is offered as optional equipment on the Statesman and Ambassador models.

Power brakes are available on Ambassador and Statesman models equipped with Hydra-Matic as optional equipment. The unit consists of a power cylinder, a piston with built-in control valve, a hydraulic section, including a hydraulic fluid reservoir, and a vacuum reservoir.

Another new feature of these two series is the "Power-lift" electric window lift. A separate electric motor actuates each window and is controlled by a switch on each door panel. A four-switch unit mounted on the left front door enables the driver to control all four windows individually.

The four-door Rambler sedan is built on a 108-inch wheelbase, eight inches longer than that used for other Rambler models.

This four-door sedan is an addition to the Rambler models for 1954.



Clear-Top Mercury

A NEW model with a transparent roof, a new 161-horsepower overhead-valve V-8 engine and a ball-joint front suspension highlight the Mercury cars for 1954.

Called the "Sun Valley," the new body style has the front half

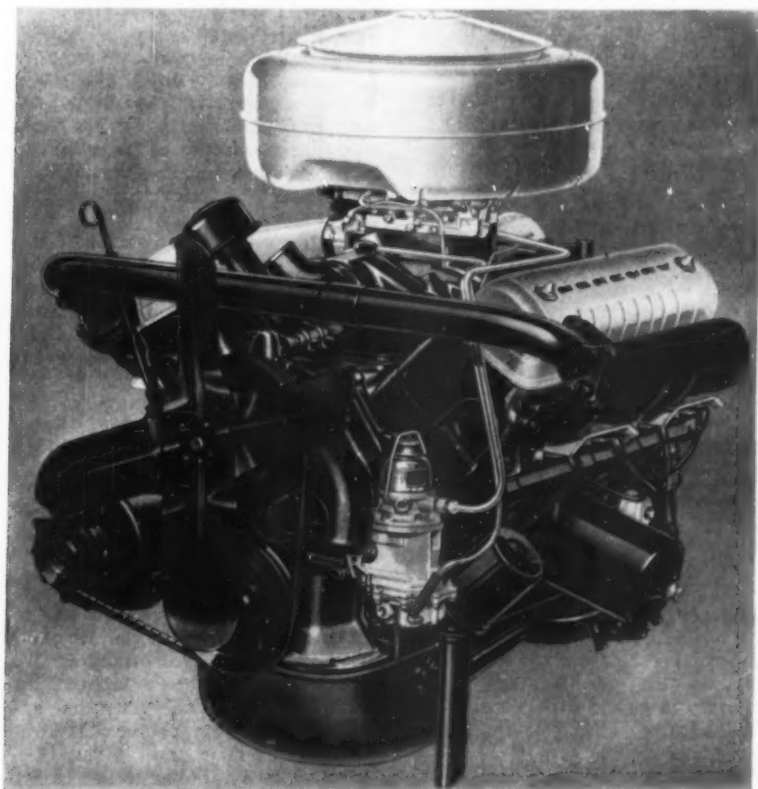
(A technical article on the '54 Mercury engine is on page 61.)

of the roof made of transparent plexiglas. A quarter-inch thick panel of the plastic has replaced the steel in the roof above the front seat, running completely across the roof and 35 inches back from the header bar.

Tinted green to minimize light

glare and heat, the roof panel creates the illusion of riding in an open convertible, Mercury officials

All 1954 Mercurys are powered by this 161-horsepower V-8 engine.



The Sun Valley is the first production model with a plastic top.

said, while at the same time protecting passengers from the adverse effects of rain, wind and cold.

The engine on all 1954 models is a low-friction design with a bigger bore and shorter stroke. A number of changes are included in the engine.

In addition to the ball-joint front suspension, other chassis improvements include new front shock absorbers and springs and modifications to the standard, overdrive and Merc-O-Matic transmissions for increased life and to utilize the power of the new engine to the best advantage.

A new starter, situated on the flywheel housing, and a 40-amp low-speed charging generator have been designed for faster cranking speeds and quieter starting.

A full complement of power features is offered as optional equipment, including the four-way power seat that adjusts forward, backward, up and down to provide positions to suit all drivers.

Power steering to take the effort out of driving and power brakes said to reduce the pedal pressure for normal stopping by one-third are optional.

A key-type starter is standard equipment.

The 1954 cars are available in two series, with a total of eight different body styles.



NEWS BRIEFS *of the*



The Dodge Firearrow, an experimental sports roadster, was shown for the first time last month. It is 34 inches high, excluding windshield, and 75½ inches wide. The only trim is the V-shaped rub rail that completely encircles the car and forms part of the front grille. Twin headlights are deeply recessed and taillights are mount-



ed flush in the rear fenders, just above the rub rail. Twin exhaust pipes emerge from the middle of the fender skirt and extend backward slightly beyond the ends of the fenders. There are no present plans to manufacture the Firearrow, which was hand built by Ghia of Italy for the Dodge Division, Chrysler reported.

General Motors Buys Willow Run Plant

GENERAL Motors Corp. has purchased the Kaiser Willow Run plant from Kaiser Motors Corp. for a reported \$26,000,000.

"Purchase of the plant at Willow Run will enable us to continue manufacturing and assembly operations for production of Hydra-Matic transmissions there," said Harlow H. Curtice, GM president.

There are no plans at present for rebuilding the transmission facility at Livonia, he said, and Hydra-Matic production and assembly operations will be centered indefinitely at Willow Run.

Use of the additional space at Willow Run made possible under the purchase agreement with Kaiser Motors will be determined "some time in the future," Curtice said. The space now occupied by Kaiser Motors in the plant is being leased back to them for a period not to exceed 12 months.

Kaiser Motors will move its operations to Toledo and the Willys-Overland plant there. The sale of the plant did not include tools and equipment for automobile manufacturing, Kaiser officials said.

General Motors produced its first Hydra-Matic transmission at Willow Run on Nov. 4, 12 weeks after fire destroyed its transmission plant at Livonia. It had leased 1,500,000 square feet in the plant.

Studebaker Purchases Jacksonville Site

THE Studebaker Corp. has bought a lot in Jacksonville, Fla., as the site of a proposed parts and accessories depot for the Southeast. The lot is south of the city limits and has a 363-foot frontage on U. S. Highway 1.

The construction of the depot is expected to begin early next year. The project is part of a long-range planning and expansion program, Studebaker said.

Willys Advances Mullan

L. T. Mullan, formerly a special sales representative for Kaiser-Willys division, has been appointed field manager of the eastern sales division. Before joining K-W earlier this year, Mullan was with Packard Motor Car Co. and for a time was special representative for Packard at Washington, D. C.

Plymouth Names Cutler For Field Service

FORMATION of a new field service organization and appointment of G. J. Cutler as field service manager in charge of the activity have been announced by W. B. Rice, director of service, Plymouth Motor Corp.

Cutler will direct a staff of field service engineers who will be trained to carry out a program which will provide improved factory service to dealers. The field service engineers will supervise field service schools. The Master Tech program of training within the dealership by the dealer himself or his service manager will be continued, Rice emphasized.

Holler Named at Orlando

Roger W. Holler, Holler Chevrolet Co. (Chevrolet-Oldsmobile), has been elected president of the Orlando (Fla.) Automobile and Truck Dealers Association. R. W. Simpson, DeSoto-Plymouth, is vice-president and directors include W. D. Ray, Thomas G. Bird, Elmer Erickson and Frank E. Wright. L. W. Zoller is secretary.

AUTOMOTIVE INDUSTRY



Lengthening the Term Raises Credit Total

RECENT increases in the volume of automobile installment credit outstanding are directly attributable to lengthening of the payment period, Robert L. Oare of the executive committee of the American Finance Conference stated last month.

This contradicts statements that the increases are due to an actual substantial increase in the amount of credit extended, he pointed out. Oare predicted that the volume of automobile installment credit will level off in December and may even show a moderate decline.

With new debtors paying off their debts at a slower rate than previous debtors, the outstandings must complete a cycle equal to the new longer term before the amount of outstandings levels off, Oare stated.

While Regulation W was in existence, the average term for automobile credit was 16 months, he said. With the termination of the regulation in May, 1952, the average term quickly rose to the normal level, about 20 months, and has remained at that approximate level.

Universal Underwriters Announce Miami Fete

DEALERS, NADA officials and other friends of Universal Underwriters attending the convention of the National Automobile Dealers Association in Miami Beach have been invited to an "open house" on Monday evening, January 11, from 6 to 9 p.m. at the Isle de Capri Hotel and Yacht Club on Harbor Island, Miami Beach.

A water show with a cast of 20 will highlight the entertainment at the open house. A Latin-American band with dance team and vocalists will also be featured.

The Isle de Capri may be reached by proceeding north on Collins to 71st Street and west to 7900 Har-

bor Island, Biscayne Bay, Miami Beach.

Special shuttle bus service will be provided by Universal Underwriters between downtown Miami Beach and Isle de Capri, beginning at 5:30 p.m. that Monday afternoon. The buses, marked with large signs, will go from the Municipal Auditorium to the Roney Plaza Hotel and north on Collins. They may be boarded at starting points or any place along Collins Avenue.

Montgomery Heads Dealers

George Montgomery of Montgomery-Jordan Pontiac Co. has been elected president of the Gainesville (Fla.) Automobile Dealers Association. William Barkley, DeSoto-Plymouth, is vice-president and J. R. Crane, Studebaker, is secretary-treasurer. Directors include Ernest Rhodes, Kaiser-Frazer, and Curtis Powers, Chrysler-Plymouth.

Houston Contract Let By Gould-National

GOULD-NATIONAL Batteries, Inc., has awarded the contract for construction of an automotive storage battery plant in Houston, Texas.

Revised estimates indicate it will cost about \$500,000 and have a daily capacity of 1,500 storage batteries. It is expected to be completed next summer. The firm operates a plant in Dallas also.

Olds Names Two Managers

Frank Suslavich, who was for a time business management manager at Atlanta, Ga., for Oldsmobile Division and assistant zone manager in Kansas City, has been appointed zone manager in New York. Clyde R. Swartz, who joined Olds in Kansas City in 1935 and later was service manager there, has been named manager of the Milwaukee zone.

A gay tropical dinner dance will be held in the patio of the Roney Plaza hotel, NADA's headquarters, during the convention next month.





Frederick J. Bell, a native of Norfolk, Va., became NADA's executive vice-president last February. He came from McCormick & Co. in Baltimore, Md., where he had been director of human relations. A '24 graduate of the U. S. Naval Academy, he retired as a rear admiral in 1948.



James C. "Jim" Moore, a native of York, S. C., is the NADA general counsel. He was a member of the staff of the Anti-Trust Division of the U. S. Department of Justice from 1942 until he joined NADA in 1950.



Everett "Larry" Lawrence is editor of the NADA Dealers Used-Car Guide and on the association's senior council as director of guide-book activities. He formerly worked with membership activities in the field.



Ray Chamberlain is the convention and exhibition manager. A past executive vice-president of NADA, his automotive career began in 1905. At one time he was general sales manager of Packard Motor Car Co. He was born in Topeka, Kan., and probably knows about as many dealers as any man in the nation.



L. J. "Smitty" Smith is Chamberlain's assistant, shuttling in and out of Washington, D. C. (NADA's headquarters), Detroit and the host city months ahead of the convention in an effort to tie together the countless loose ends of such an undertaking.



Charles J. Farrington's "silver tongue" has both informed and entertained many audiences at state dealer association conventions. And he's equally adept on Capitol Hill, where he has directed all legislative activities for NADA on the national level since 1950. A native of West Virginia but now residing at Tucson, Ariz., his legislative career began as a house committee clerk about two generations ago.



Walter M. Kiplinger is director of public relations, an activity in which NADA has been very keen in the last several years. He is a veteran in this work.



D. C. "Barney" Barnhart is assistant managing director. He joined a dealership right after World War I in Washington, D. C., and later became an executive with a finance company there. He is responsible for all NADA field and membership activities.



James F. Cousins joined the staff last January 1 as director of research and human relations. A native of Wilson, N. C., he has CPA certificates from New York and North Carolina. He was internal auditor for Duke University for seven years prior to joining NADA.

The Staff Men Behind That Giant NADA

Presented here are the principal staff characters who stage one of the biggest national association conventions in the country. It is their job to direct the innumerable details which crop up in the operation of what is claimed to be the biggest trade association in the world, the National Automobile Dealers Association with its more than 34,000 members. The convention at Miami Beach next month is expected to draw 12,000 persons.

NADA Meets at Miami January 9-13

THE 37th annual convention of the National Automobile Dealers Association, to be held in Miami Beach, Fla., January 9-13, will be geared to help new-car and new-truck dealers in solving current retailing problems.

This statement has been made by Alton M. Costley, East Point, Ga., chairman of the convention committee, while outlining the specific events that will be staged during the five-day conclave.

Recognizing that stiffer competition is the order of the day, Costley said NADA has scheduled a number of vital clinics on service, selling and sales management,



Mr. Costley

All Servicemen Are Invited!

Without any charge whatsoever, all persons engaged in the servicing of motor vehicles have been invited by the National Automobile Dealers Association to spend hours combing through the parts, equipment, accessories and chemical exhibits (to be housed in a huge tent) and the truck and truck-body equipment display at the NADA convention.

These two exhibit areas will be open from Saturday morning, Jan. 9, until Wednesday afternoon, Jan. 13.

employer-employee relations and public relations.

"I urge every dealer to attend the convention and these clinics," the convention chairman said. "Today's competitive market makes it highly important that dealers give themselves the benefit of the invaluable sales and merchandising aids which will be included in the various convention sessions."

The service clinics will be staged Saturday and Sunday, January 9-10, so that dealers and their service managers from nearby areas may attend the sessions without loss of time from work.

The fact-packed clinics on improving dealer service operations will be moderated by C. P. "Jack" Williams, service consultant.

For the first time at an NADA convention, there will be a truck-body and truck-equipment exhibition, also opening January 9. A variety of truck equipment will be shown and all exhibitors will have representatives on hand to explain the application of their equipment to the individual problems of dealers and users.

The seventh annual equipment exhibition, held in a tent adjoining the Municipal Auditorium, will feature exhibits designed to show dealers and their service managers how to increase the efficiency of

their service departments. It also opens Saturday.

Scheduled for Sunday afternoon, Costley announced, is a clinic on selling. Participating in this program will be Jack Lacy, sales consultant who runs the Lacy Sales Institute in Newton Centre, Mass.

A sales management clinic will be held on Monday, January 11, and a business management session on Tuesday, January 12. The latter clinic will feature a talk by Harry G. Moock of Detroit, former vice-president of Plymouth Division and former managing director of The Conference of Business Management.

Moock, who was appointed in 1918 as NADA's first managing director, will tell the dealers that "The Business of Business Is Profit."

Another important event Tuesday will be the presentation, in conjunction with the clinic, of five reports. Giving the reports will be Charles C. Freed, first vice-president; Frederick M. Sutter, director and chairman of the industry relations committee; Frederick J. Bell, executive vice-president; Costley, head of the national affairs committee; and Robert S. Armacost,

(Continued on page 126)

NADA's 1954 convention will open amid this fabulous sub-tropical scene next month. In circle is the \$2,000,000 Miami Beach auditorium, where service clinics and the exhibition will be presented beginning on Saturday, Jan. 9, to kick off the five-day program. Just a few of the many luxury hotels — which will offer rates lower than the top winter tariffs — can be seen clinging to the edge of the golden strand.





Southern JOBBERS AND FACTORY MEN



The credit department includes (l. to r.): Harold Wendt, who is assistant manager; George C. Schutze, vice-president and manager, and Fay New, who is the secretary.

**Personal contact
PLUS
Adequate records**



Past-Dues Don't Bother Them

IN THE final analysis, personal contact by an executive of the firm will often result in full collection of a long past-due account almost given up for lost, in the experience of George C. Schutze, vice-president and credit manager of the Walter Tips Co., Austin, Texas.

The operation of this firm, a jobber-distributor, is hardly comparable with that of an average jobber. The Walter Tips Co. is a hardware wholesaler, too, but in the automotive branch of the business there is an average monthly total of 856 statements to automotive accounts. Furthermore, the credit department contains three people — Vice-President Schutze, Harold Wendt, assistant manager, and Fay New, secretary — devoting full time to the department.

Nevertheless, normal expectation is that the more accounts there

By Baron Creager
Southwestern Editor

are in a business, the bigger the past-due problem. But Schutze says the maximum he would expect at any time in past-due accounts is $\frac{1}{4}$ of 1 per cent.

Speaking of the personal-contact angle, he recalled the circumstances of a call that resulted in collection of a long past-due account amounting to \$53.

"Our policy is that a representative of the credit department make a personal call on every account at least once a year," he explained.

"Of course, we can't always call on every account during the year, so we concentrate on selected accounts which show the need of most credit attention. This removes vagueness of relationship and makes it easier, later on, to

write or telephone the customer about his account.

"In addition to that, on any trip for any purpose made by Mr. Wendt or me, we take along records of past-due accounts in that territory and make an effort to close some old accounts.

"To illustrate, recently I had occasion to drive from Austin direct to another metropolitan area. I took along the records on a \$53 account that had been past due for more than a year. The account was so bad it had been turned back to us by Dun and Bradstreet.

"Although it was some miles out of my way, I made the call on this customer. After a friendly visit he wrote me a check. This not only disposed of the past-due item, it rehabilitated the credit position of the customer."

Whether an account becomes past due or not, however, every

customer of the Walter Tips Co. accumulates for himself a record in the company files. And salesmen are important cogs in the machinery that holds past-due totals at a figure no more than 1/4 of 1 per cent.

At the outset, every new account turned in by a salesman must be approved by the credit department before merchandise is shipped.

From the statements, each month, all past-due accounts are "pulled." These are then grouped by age in 30, 60 and 90 days and they are broken down in amounts by the same procedure — 30-60-90. Thereafter, a decision is made as to whether or not an account must be paid in full before there is another shipment.

This decision is influenced to a great extent by records, for the file on every account contains all available information to reflect credit standing. In addition, a card file shows what the account buys, in what amounts and how good the pay is.

On the basis of such records, any 60-day account could fall in the pay-before-another-shipment class, or could be exempt. If not so classed the account receives a statement with an attached letter, or past-due reminder; and the salesman on that territory gets a list of his past-due accounts, plus copies of letters accompanying statements. Fifteen days later each salesman receives duplicates of such letters, with notations of payments, if any.

When an account falls into the pay-before-shipment classification, the salesman in that territory is

put on notice. Thereafter, if he sends in an order, it must be accompanied by a check — or a satisfactory promise from the account.

Every time a salesman is in the "house" he is expected to see the credit manager personally. On these visits the salesman transmits information on various accounts and the credit department supplies the salesman with the latest information accumulated by the house.

If the account record shows that a salesman has reported to the house an agreement with an account, whereby the account commits itself to a schedule of payments and has failed to keep the agreement, then the salesman is required to explain why the agreement failed.

"If we have a border-line account and don't know how to treat it," Schutze said, "we talk to him by long distance. Such a call generally gives us the decisive information."

"We have other, more general records, too, and these show trends that help us decide what to do about slow accounts."

"Month-to-month records give us our monthly and total sales for the year to date, future datings, a breakdown of past-due accounts, a picture of the number of days' sales in accounts receivable and our estimated cash income for the month."

"An analysis of these figures gives us a trend or, more specifically, shows us where the money is, or where it isn't, and influences us to tighten or relax our credit policy."

Maremont Products Buys Grizzly Manufacturing

MAREMONT Automotive Products, Inc., Chicago, has contracted to purchase Grizzly Manufacturing Co., Paulding, Ohio, and Bell, Calif., for approximately \$2,000,000, it has been announced by Arnold H. Maremont, who is president.

Grizzly makes a complete line of brake linings and heavy-duty brake blocks, as well as bonding equipment. It will be operated as a division of Maremont with no changes in organization or personnel, Maremont said.

Price Buys Monark

Price Battery Corp., with plants at Hamburg, Pa., Atlanta, Ga., and Medford, Mass., has purchased the assets of Monark Battery Co., Dayton, Ohio. Equipment is being transferred to a 70,000-square-foot plant at Wapakoneta, Ohio, which will have an initial production capacity of 3,000 batteries daily.

Muller Dies at Fort Worth

J. P. Muller, president of The Jno. Muller Co., Fort Worth, Texas, and a past president of National Standard Parts Association, died last month. Muller was a director of NSPA for several years and served on a number of industry committees.

C. T. Robinson Succumbs

C. T. Robinson of Robinson Auto Parts Co., Calhoun, Ga., died last month.

The South Florida Automotive Jobbers Association was formed at a recent meeting in Miami, Fla., attended by 25 jobber executives, and officers were elected (l. to r.): Dave Wilson of Motor Service, Inc., vice-president; Ted Arch, Trail Automotive Parts Co., secretary; Ted Nelson, Berner-Pease, Inc., president, and

Jim Fote, F & F Auto Supply, treasurer. Al Hines, Hines Auto Parts, was elected a director. The purpose of the organization is to promote good fellowship among the members and to further ideas on local and national affairs for the benefit of the aftermarket industry. It was stated by the officers and directors.





Seventh Inning Stretch-Out

An open house marked the celebration of the seventh anniversary of Holston Auto Supply Co., Kingsport, Tenn., and the completion of remodeling at the enlarged main store, at right above. The Rogersville branch (left above) opened in 1952. The main store covers more than 15,000 square feet of floor space, including a machine shop and a complete paint department (right below). Receiving

and shipping occupy separate rooms at the rear of the building to prevent congestion. Glass-enclosed office area is placed above the shelves. Ample parking space is provided at the rear. The company has 32 employees. J. Matthew "Hot Shot" Nelson heads the firm. Nelson is shown at far left in photograph at bottom of page, along with a group of salesmen and other employees.





Lynn F. Woolman (arrow), executive manager of the Equipment and Tool Institute, was the principal speaker at this recent luncheon meeting in St. Louis, Mo., of the regional vice-presidents and other officials of the Midwest Automotive Trade Show, to be held April 8-11 at Kiel Auditorium in St. Louis. Well over 80 per cent of the space has been taken by exhibitors. In the picture are (l. to r.): Outer circle, Earl McAtee, St. Louis; "Boots" Hartley, Indianapolis; Bill Waldeck, Chicago; Don Mapes, Centralia, Ill.; Carl Eck and Karl Harwood, Springfield, Ill.; Milford Soffer, Dan Hyland, Tom Mills and John D'Agostino, St. Louis;

Woolman; Jos. L. Haenny, general manager of the show; Ralph Silverman, St. Louis, show president; Bob Dolan, John Lodwig, Bill Hudgins, Jr., C. W. Corcoran, Paul Cottrill, Al Kreutzer and Fred Keller, St. Louis; inner circle (l. to r.): Wm. Dycke, Springfield, Mo.; Ray Eckles, Moberly, Mo.; J. B. Bushyhead and John Renner, St. Louis; Ralph Neal and Ray Willard, Kansas City, Mo.; Ruben Campbell, St. Louis; Jim Templin, Chicago; George Scheufler, Great Bend, Kan.; "Doc" Brase, Cape Girardeau, Mo.; Lee Blakemore, St. Louis, and Eddie Edwards, Kansas City, Mo. It will be the first post-war show for St. Louis.

Roeger Will Manage AP Parts Sales

O. A. "LEE" Roeger has been appointed sales manager of The AP Parts Corp., succeeding H. Gail Kreis, who has resigned for reasons of health.

Roeger has been with the company for 13 years as territory representative, territory manager and assistant sales manager.

VCAWA to Meet March 17-18

The semi-annual convention of the Virginias-Carolinas Automotive Wholesalers Association will be held March 17 and 18 at the Robert E. Lee Hotel in Winston-Salem, N. C., President W. H. Rockafellow announced. He is president of The Parts Co., Columbia, S. C.

Solder Seal Names Two

W. R. Norman has been appointed district representative for Radiator Specialty Co. of Charlotte, N. C., in the Memphis, Tenn., area and C. H. Steele will represent the Solder Seal line in the Charleston territory.

Moss Moves Facilities

The G. G. Moss Co., Inc., of Richmond, Va., has moved into new quarters at 807-809 West Broad Street. The firm formerly was on North Boulevard.

How Do Factory Men Fail Jobbers? By Poor Sales Meetings, Panel Says

MOST manufacturers have not given their salesmen sufficient training in how to conduct a sales meeting.

That point was agreed on by four jobbers who participated in a panel discussion during a recent annual sales meeting at Bonney Forge & Tool Works, Allentown, Pa. The discussion covered general opinions on manufacturer-jobber relations, as well as specific comments related to the hand-tool business.

The jobber panel commented that: Many factory men drag meetings out with disorganized presentations. One hour should be maximum. Too often the factory man doesn't know his own line well enough. Too much emphasis on intangible sales-potential figures, too little emphasis on product characteristics and how they should be sold.

The four jobbers participating were: Robert E. Phelps of Phelps-Roberts Corp., Washington, D. C., who is president of the Automotive Engine Rebuilders Association; Thomas H. Reynolds, Youngstown, Ohio; Ed Perrault, Troy, N. Y., and Clarence W. Guth, Allentown, Pa. Martin E. Goldman, partner in Aitkin-Kynett, advertising agency of Philadelphia, was moderator.

"When a factory salesman pulls

his car up to our front door and parks, he's got three strikes against him," commented Perreault during the discussion. "Why? Because any salesman worth his salt should know the convenient parking places should be saved for our customers. They're the people who keep us in business. They're the people who keep the factory salesman in business."

A knowledge of the jobber's working organization is one of the most important sales tools a factory salesman can have, said Phelps.

"He should get to know our organization from top to bottom — including our countermen," Phelps stated. "He should know how we order, what our turnover is and about our general office procedure."

"We expect the man representing the manufacturer to give us some good, solid recommendations on how we can better our business with his product. We don't want him to tell us the same old meaningless figures about territory potential, car registrations, etc."

Comment was varied on the value of premiums and prizes offered by the manufacturer to stimulate sales of his product.

Chief objection to this type of incentive was that it takes control

(Continued on page 115)

SERVICE



AND MAINTENANCE

Controlling Those 12 Volts

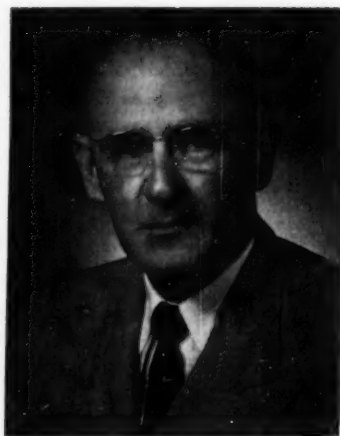
QUITE a number of the '53 models were equipped with a 12-volt electrical system, mostly to improve starting and ignition.

When working on one of these systems, it is not advisable to stick the screwdriver in a lamp socket to see if it's "hot." It will usually be found too hot. Twelve volts has a lot of push. To maintain that push, the charging circuit must be kept in good order, so let's start with the generator.

The generator may be inoperative due to several conditions:

1. No output.
2. Unsteady or low output.
3. Excessive output.
4. Noisy generator.

Check for sticking or worn brushes and burned commutator bars by observing through the open end frame. Burned bars, with other bars fairly clean, indicate open circuited coils. If brushes are making good contact with commutator, and commutator appears to be in good condition, use test leads and light and test as follows:



By E. M. Lowery
Technical Editor

A. Raise grounded brush, check with test points from armature terminal to frame. Light should not light. If it does, the generator is grounded. Raise other brush from commutator and check field, commutator and brush holder to

locate ground in the circuit.

B. If generator is not grounded, check field for open circuit.

C. If the field is not open, check for a shorted field (refer to specs. for field current draw). Excessive current draw indicates a shorted field.

D. If trouble has not yet been located, remove armature and check on growler for short circuit.

2. Unsteady or low output:

A. Check drive belt tension.

B. Check brush spring tension and brushes for sticking.

C. Inspect commutator for roughness, grease and dirt, high mica, out of round or burned bars. With any of these conditions, the commutator must be turned down and the mica undercut. Burned bars indicate an open-circuit condition which must be eliminated or the armature replaced.

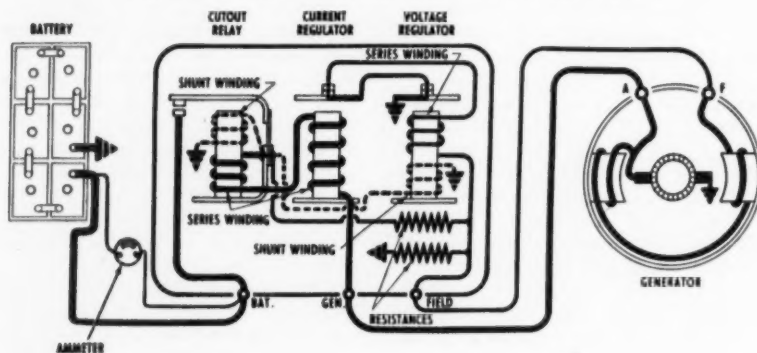
3. Excessive output:

Excessive output usually results from a grounded generator field, either internally or in the regulator. Opening the field circuit (removing the field lead from the field terminal) and operating at a medium speed will determine which unit is at fault. If the output drops off, the regulator is causing the condition. If the output remains high, the field is grounded in the generator, either at the pole shoes, leads, or at the field terminal.

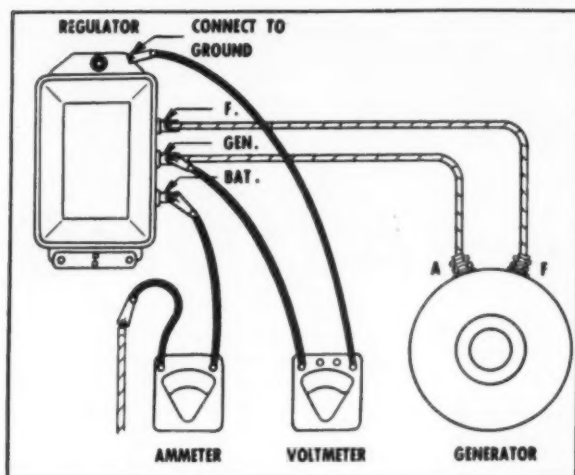
4. Noisy generator:

This condition may be caused by loose mounting, drive pulley, worn,

Fig. 1—Current and voltage regulator wiring diagram.



Diagrams courtesy of Delco-Remy Division of General Motors Corp.



dry or dirty bearings, or improperly seated brushes. Brushes are easily seated by using a brush seating stone. Whenever the stone is used, all dust must be blown out of the generator.

The current and voltage regulator:

This unit consists of a cut-out relay, a voltage regulator and a current regulator. The cut-out relay has two windings assembled on one core, a series winding of a few turns of heavy wire and a shunt winding of many turns of fine wire (Fig. 1).

The shunt winding is shunted across the generator so that generator voltage is impressed upon it at all times.

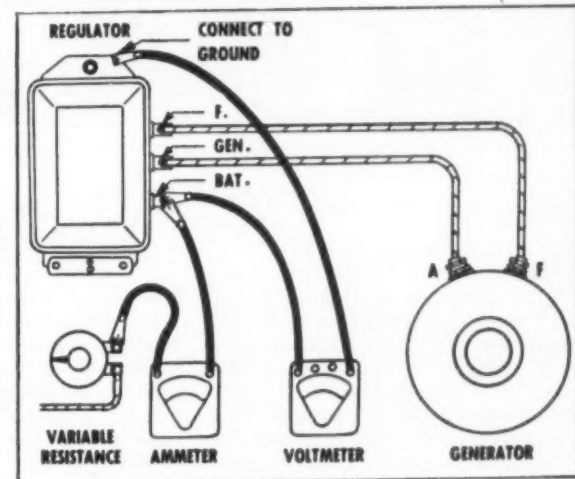
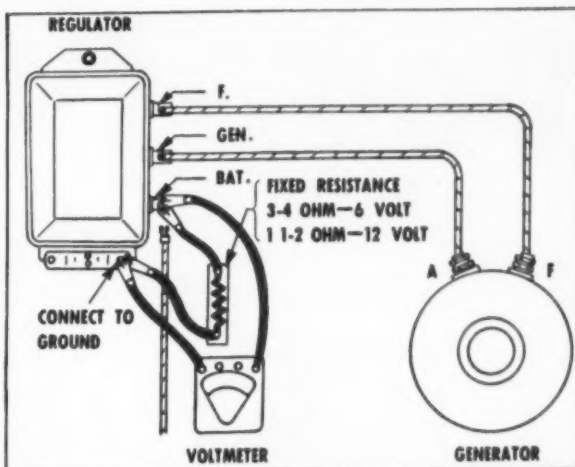
The series winding is connected in series with the charging circuit so that generator output passes through it.

The relay core and windings are assembled into a frame onto which is attached a flat steel armature. A flexible hinge centers the armature above the end of the core so that the two armature contact points are located just above a similar number of stationary contact points. When the generator is not operating, the armature contacts are held away from the stationary points by the tension of a flat spring.

Above, left: Fig. 2 — Checking closing voltage of cutout relay.

Above: Fig. 3 — Checking voltage setting with fixed resistance.

Right: Fig. 4 — Checking voltage setting with variable resistance.



Cutout relay action:

When the generator voltage builds up to a value great enough to charge the battery, the magnetism induced in the relay windings is sufficient to overcome the armature spring tension and pull the armature toward the core so that the contact points close. This completes the circuit between the generator and battery. The current which flows from the generator and the battery passes through the series winding in the proper direction to add to the magnetism holding the armature down and the contact points closed.

When the generator slows down or stops, current begins to flow from the battery to the generator. This reverses the direction that the current flows through the series winding, thus causing a reversal of the series winding magnetic field. The magnetic field of the shunt winding does not reverse. Therefore, instead of helping each other, the two windings now magnetically oppose so that the resultant magnetic field becomes insufficient to hold the armature down. The flat spring pulls the armature away from the core so that the points separate; this opens the circuit between the generator and battery (Fig. 2).

Voltage regulator:

The voltage regulator has two windings assembled on a single core, a shunt winding consisting of many turns of fine wire, which is shunted across the generator, and a series winding of a few turns of relatively heavy wire, which is

(Continued on page 72)

January: Wheel Bearing Service

Wheel bearing service leads to additional repairs, such as brake lining, wheel cylinders and grease seals. Technical Editor Lowery will discuss this at some length next month.

BODY-SHOP OPERATIONS

L-M Seat Adjuster and Window Lift

By E. M. Lowery
Technical Editor

Not only do we have power steering and power brakes to take the work out of driving a car. Today's motorist can adjust the front seat and raise or lower windows with no more effort than it takes to push a button. And the mechanic has two more "systems" to service and keep in good working order for the car owner.

The "four-way" front seat offers road visibility as you want it. If you are short, press a button and the front seat will automatically move forward and upward as you desire; if you are tall, press a button and the front seat will automatically move backward and downward, as you desire.

There should be no grounds for

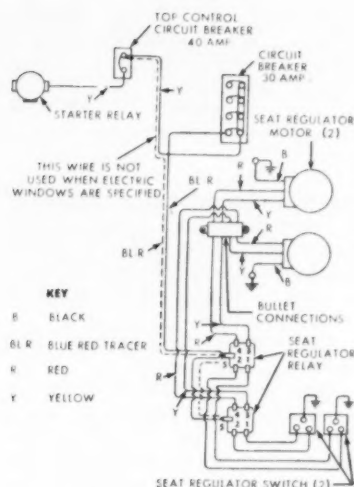


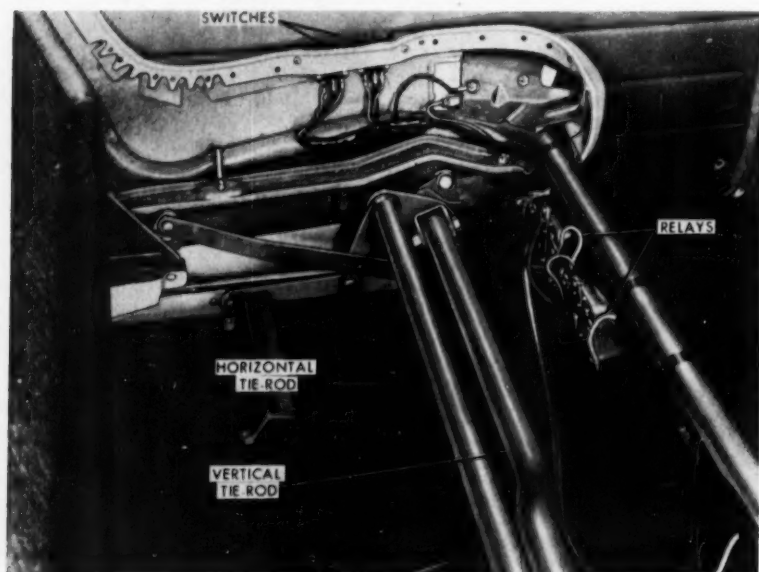
Fig. 1—Basic circuit diagram of four-way front seat.

complaint as to driver comfort and visibility with the "four-way" front seat, which is available on current Lincoln and Mercury cars. Leg room, head room and road visibility are at the driver's command. When a button is pressed, an electrically-operated adjusting mechanism does the job.

The parts which make up the basic circuit (Fig. 1) are: a 30-amp circuit breaker, two relays, two electric motors and two activating switches. Fig. 1 illustrates how these parts are connected in the seat regulator circuit.

The relays act as double pole, double throw switches and are used to direct current to the field coils and armature circuit of the motors. By activating alternate sets of points within the relays, the direction of current flow in the

Fig. 2—Left side of four-way front seat.



Illustrations and technical data courtesy of Lincoln-Mercury Division, Ford Motor Co.

field coils may be changed so that the motors may be driven in either direction.

This gives the necessary fore-aft and up-down movement to the seat mechanism. The switches are of the single pole, double throw type and are used to activate the coils of the relays.

There is a switch for each motor located on the seat side shield to the left of the driver (Fig. 2). The forward switch controls the fore-aft direction (the switch is pushed forward to move seat forward, rearward to move seat rearward). The rear switch controls the up-and-down adjustment of the seat (push switch forward to lower and rearward to raise).

Servicing the Unit

Removal and installation of the electric "four-way" seat mechanism:

The electrically-controlled "four-way" front seat consists of a seat frame assembly, a track assembly, two regulator assemblies, two motors, two relays, two switches and the necessary wiring attaching parts and trim.

1. Replacement of seat frame assembly:

A. Run seat to full "up" position to release tension on assist spring.

B. Remove four attaching nuts and washers holding seat frame to track assembly.

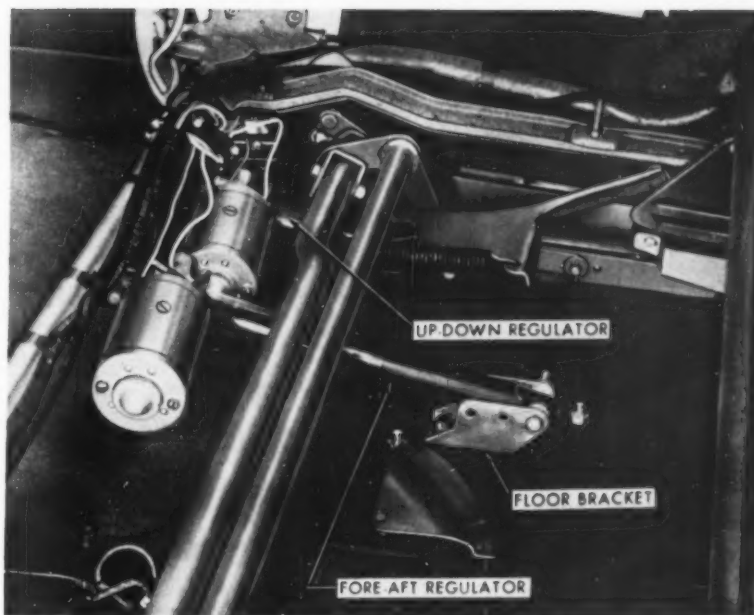


Fig. 3—Right side of four-way front seat.

C. Disconnect wires from bullet connector block at transmission hump.

D. Unload assisting spring.

E. Remove pins and bolts connecting regulators to floor bracket and track (Fig. 3). *Note:* Squeeze two cross bars together to remove tension on up-and-down mechanism.

F. Remove seat frame assembly.

G. To install, reverse removal procedure.

2. Replacement of track assembly:

A. Remove four nuts and lock washers holding seat track, with frame attached to floor. *Note:* Be sure to mark in which hole on the track the attaching stud is positioned.

B. Remove self-locking pin and clevis pin, or nut bolt and washers, that retain the fore-aft regulator to the floor bracket. *Note:* If washers are used as spacers, make note of the position, and be sure in which of the three holes of the floor bracket the pin or bolt is located.

C. Disconnect lead from circuit breaker to No. 6 terminal on relay, and wires for cigar lighter and courtesy lights. (See Fig. 3.)

D. Remove seat frame assembly by following the steps described earlier under "replacement of seat frame assembly."

3. Replacement of motor and regulator assembly:

A. Remove shield in front of motors.

B. Unload and remove assist spring.

C. Remove clevis pins or bolt and nut holding regulator assembly to seat frame, seat track assembly and floor bracket. *Note:* Be sure to mark from which hole in the floor bracket pin, or nut and bolt, are removed.

D. Disconnect wires from bullet connector block.

E. Remove motor and adjuster assemblies.

F. To install, reverse removal procedures.

Trouble Shooting

1. Seat will not go forward or backward, or up or down:

Cause A. Shorted or open lead from starter relay to circuit breaker on hood hinge bracket.

Remedy A. Repair or replace lead.

Cause B. Shorted or open lead from circuit breaker on hood hinge bracket to 30-amp circuit breaker on R.H. cowl side panel.

Remedy B. Repair or replace lead.

Cause C. Shorted or open lead from 30-amp circuit breaker to seat regulator relay.

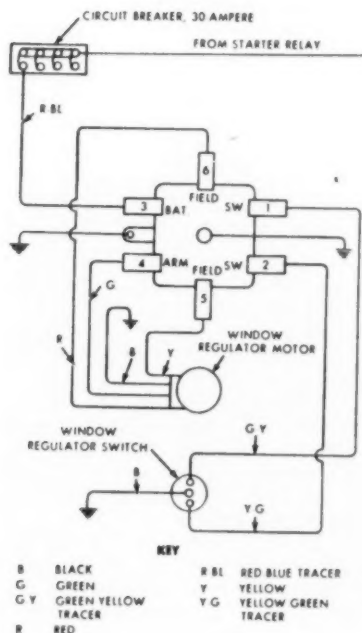
Remedy C. Repair or replace lead.

2. Seat will not go forward or backward, but will go up and down or vice versa.

Cause A. Shorted or open lead from relay to motor.

Remedy A. Repair or replace lead.

Fig. 4—Basic window regulator circuit.



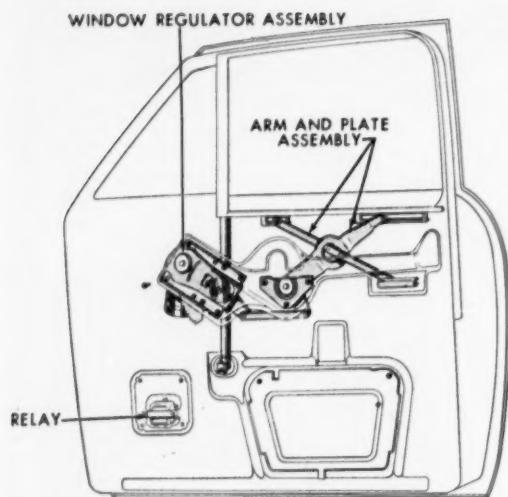


Fig. 5 (above)—Type "A" front door electric window regulator installation.

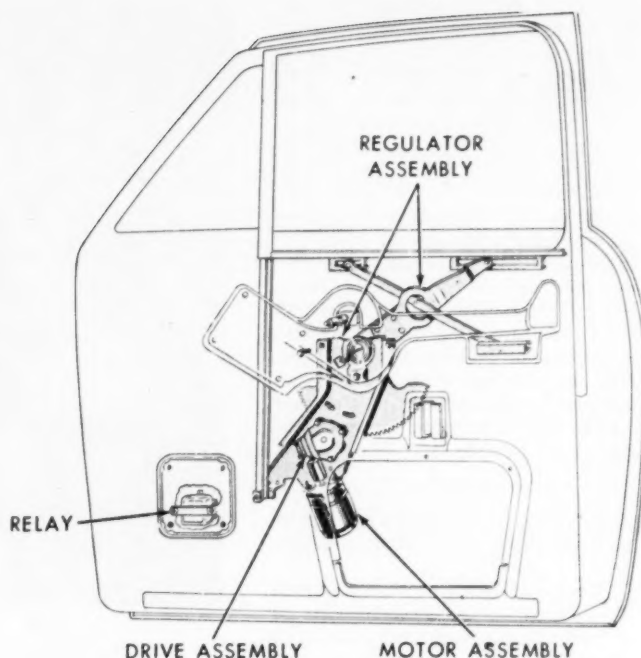


Fig. 6 (right)—Type "B" front door electric window regulator installation.

Cause B. Shorted or open armature or field coil windings.

Remedy B. Replace motor.

Cause C. Open ground connection from motor.

Remedy C. Replace connection.

Cause D. Shorted or open seat regulator switch connections or relay coil windings.

Remedy D. Replace switch or relay.

3. Seat operation is sluggish and noisy.

Cause A. Motor brushes chipped or improperly seated.

Remedy A. Check and replace with new brushes.

Cause B. Excessive armature end play.

Remedy B. Replace motor.

Cause C. Insufficient clearance between armature and field coils.

Remedy C. Check and correct alignment.

Cause D. Regulator mechanism binding or has chipped or broken threads.

Remedy D. Replace defective unit.

Electrical window regulators are

also available on these cars. Two types are used, type "A" and "B", as shown in Figs. 5 and 6. These regulators are interchangeable; however, the installation of the type "A" door window regulator assembly is different from the installation of the type "B".

There are four component parts which make up the basic window regulator circuit: a 30-amp circuit breaker, relay, door switch and a motor. Fig. 4 illustrates how these parts are connected in the basic window regulator circuit.

The relay and the door switch play an important part in this circuit.

The relay actually serves as a double pole, double throw switch and is used to direct the current to both the armature and the field coils. By actuating alternate sets of points within the relay, the direction of the current flow in the field coil may be changed. This makes it possible to drive the motor in either direction to obtain the up-and-down action of the windows.

The door switch is of the single pole, double throw type and is used to actuate the coils of the relay. There is a multiple switch located on the left front door trim panel, and a single switch on each of the other doors or quarter trim panel assemblies. The multiple switch acts as a master control and has a unit connected in parallel with each of the other actuating switches. This makes it possible to control any of the windows remotely from the driver's seat, or directly from the window location.

The entire mechanism is practically trouble-free. Should trouble develop, however, the following "trouble shooting" procedure may help:

Trouble Shooting

1. Window will not go up or down when either the master or window switch is activated.

Cause A. Shorted or open lead from starter solenoid.

Remedy A. Replace lead.

Cause B. Broken ground connection to relay.

Remedy B. Repair connection.

Cause C. Shorted or open armature or field coil windings.

Remedy C. Remove motor, check continuity in windings. Replace a defective motor.

2. Window will go up but not down, or down but not up, when either switch is activated.

Cause A. Shorted or open coil in

(Continued on page 70)

January: New Methods in Masking

New methods in masking, including short cuts and masking tips which should help increase profits for the paint and body shops, will be covered here next month by Ed Lowery.

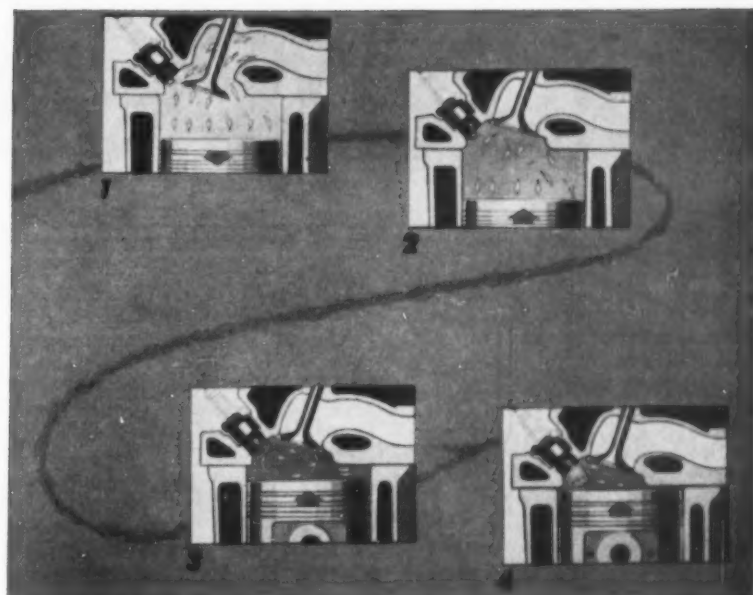
Mercury's '54 V-8 Engine

THE overhead-valve V-8 engine used on the 1954 Mercury has been made more efficient by reducing internal friction. It is said to deliver 12 per cent more of its developed power as useful horsepower.

It develops 161 horsepower at 4,400 rpm, a boost of 36 horsepower over the previous engine. Bore is 3.62 inches, compared with the previous 3.19, and stroke is 3.1, compared with the former 4.

Piston travel has been reduced more than 22 per cent as a result, giving longer engine life and better fuel economy.

With an increase in compression ratio to 7.5 to one, the engine has



This engine has a high turbulence wedge-shaped combustion chamber.

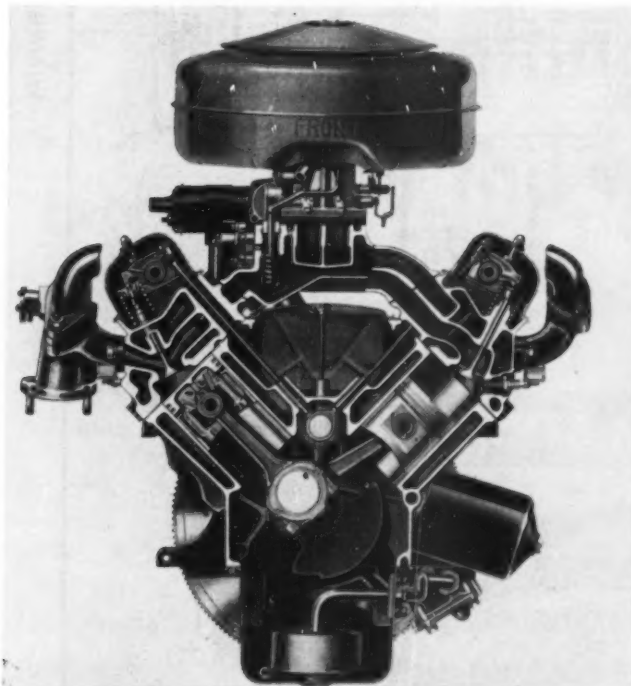
a stronger yet lighter crankshaft, with five main bearings, compared with three main bearings in the 1953 L-head engine. Precision molded of alloy iron, the crankshaft has eight counterweights for precise balance and smooth operation.

The carburetor developed for

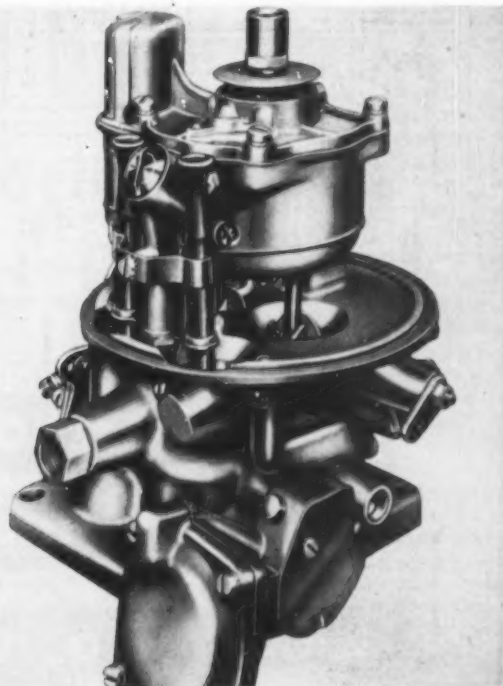
the engine has four venturis, instead of two, to provide the extra breathing capacity needed to produce power for rapid acceleration and high speeds. The vacuum method is used to operate the secondary venturis.

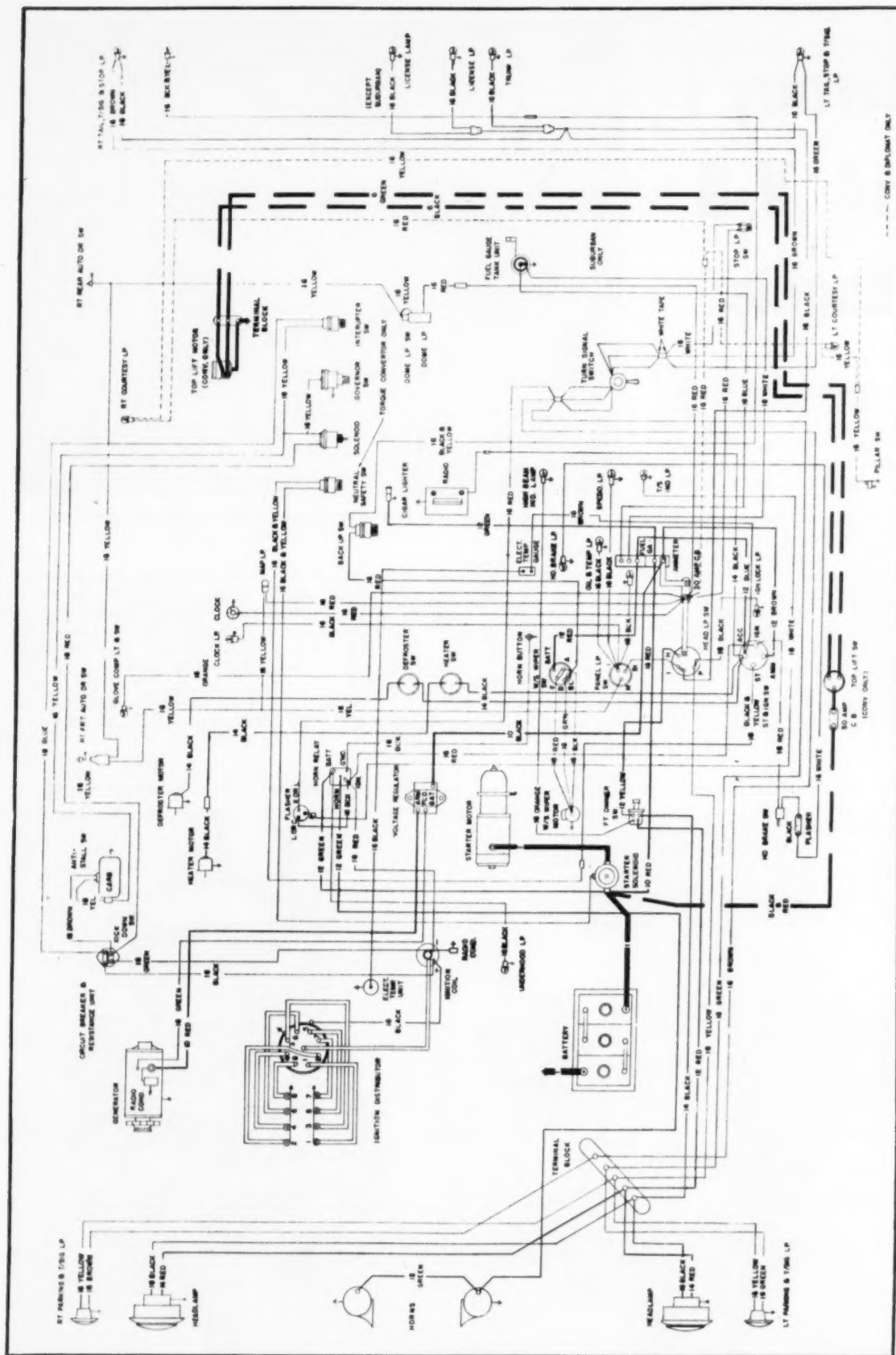
A sensitive diaphragm in the
(Continued on page 125)

This is a cross-section of the 161-hp engine.



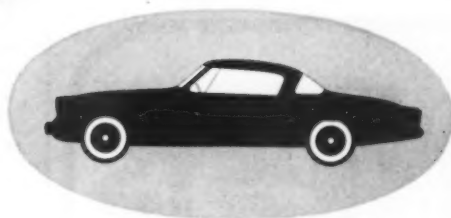
The vacuum method operates secondary venturis.





WIRING DIAGRAM FOR 1954 DODGE EIGHT

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The new American car
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Readers are invited to contribute to— **SHOP TALK**

You Know Someone Who Can Help This Automobile Salesman's Child?

Dear Sir:

I wonder if I am out of line to ask this of you and your wonder-

Atlanta, Ga.

ful magazine. The enclosed picture and newspaper clipping are self-explanatory.

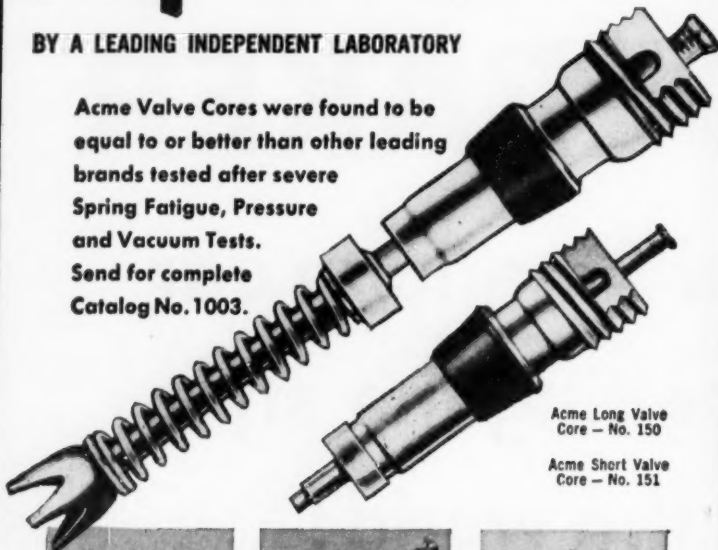
Please mention this in your next

A column of informal comments about the automotive trade and its problems.

Report of Tests

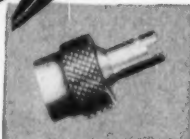
BY A LEADING INDEPENDENT LABORATORY

Acme Valve Cores were found to be equal to or better than other leading brands tested after severe Spring Fatigue, Pressure and Vacuum Tests. Send for complete Catalog No. 1003.



Acme Long Valve Core — No. 150

Acme Short Valve Core — No. 151



ACME VALVE CAPS
Precision-machined from solid brass. They're heavier, sturdier, more airtight.



ACME TIRE GAUGES
Rated among Top Two by leading testing organization. (Shown: No. 525 and No. 515)



ACME RUBBER VALVES
"Tempered" for extra toughness. Vulcanizing gum base insures secure bond.

ACME

VALVE CORES

AND OTHER AIRLINE ACCESSORIES

ACME AIR APPLIANCE CO., INC.
100-120 Hinsdale St., Brooklyn 7, N. Y.

issue and ask if anyone knows of a place where these parents can take this helpless little child for treatment. They are not asking for charity. All they want to know is the name of a doctor who has had experience with a similar case or a hospital that has treated such a case. Some reader of your magazine might have heard of a similar case or know of one now, and what is being done.

If so, please ask them to notify me at the Atlanta post office box given below.

ROY M. BROOKS,
P. O. Box 148

The newspaper story told about 22-month-old Patricia Ann Lovett, daughter of James Lovett, a salesman at Wagstaff Motors, DeSoto-Plymouth dealership in Atlanta. Because of malformed throat muscles, she has difficulty in breathing and swallowing. Milk has to be forced down her throat with a special device. She has spent seven months of her life in a hospital and had to breathe through a tube for five months. Mrs. Lovett has contacted many hospitals and doctors but has not yet found anyone who knows of a specialized treatment that might help her baby.

KEEPING 'EM SAFE

Two safety devices for cars have made their appearance in recent weeks — a dash dial to tell the driver how much space he needs to stop the car and a unit to reduce body sway on turns.

The dash dial for stopping distances is actually a speedometer with the usual numerals for miles an hour and adjacent numbers showing minimum distances for stopping on a hard, dry road. Up to 60 mph, the stopping distances

Address any comments to: Southern Automotive Journal, 806 Peachtree St., N.E., Atlanta 5, Ga.

Right for the Job!

DELCO-REMY EXTRA-OUTPUT GENERATORS AND MATCHING REGULATORS

(Medium Duty—40 and 50 Amperes)

Delco-Remy extra-output generators are an economical answer to the electrical needs of cruising taxicabs, suburban police cars, rural mail cars . . . other vehicles with additional lights, two-way radios, special electrical equipment in moderate to heavy-duty service. For this type of operation, these Delco-Remy extra-output generators offer the triple advantages of low initial cost, simple installation and economical maintenance.

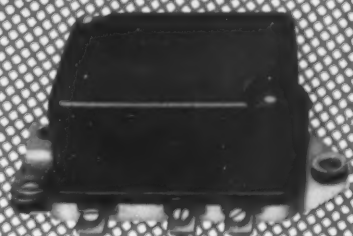
DELCO-REMY 40-AMP. GENERATOR has low cut-in . . . charges at curb idle from 11 to 17 amperes . . . attains full output at 18 mph when using a three-inch pulley.

DELCO-REMY 50-AMP. GENERATOR has slightly higher cut-in, about 9 mph . . . attains full output at 19 mph . . . for vehicles customarily operating at higher speeds, with minimum of slow driving.

See your nearest United Motors wholesaler for further information and application data.



D.C. GENERATOR



REGULATOR

A GENERAL MOTORS PRODUCT  A UNITED MOTORS LINE

DISTRIBUTED BY WHOLESALERS EVERYWHERE

DELCO-REMY

Division, General Motors Corporation
Anderson, Indiana

WHEREVER WHEELS TURN OR PROPELLERS SPIN

are given in car lengths. At 40 mph, it's nine car lengths, for example. Above 60 mph, the distance is given in tenths of a mile.

The sway control operates by means of a mercury switch. When the car makes a turn, centrifugal forces pushes mercury up in a small tube, where it acts as a switch and makes contact between two wires. The switch opens a valve and the vacuum created by the engine draws the piston up in a vacuum cylinder. The piston in turn draws up a cable attached to

the wheel frame and spring is compressed. Because the spring on one side is held rigidly, the car body attached to it is prevented from swaying, it was stated.

DON'T BITE ON IT!

Attempts to get away with a racket involving body shops were reported in a recent issue of *Automotive Contact*, published by the National Automotive Maintenance Association.

A man will call a body shop, supposedly from a city some distance away, and say he has had a wreck but doesn't want anyone in the city where it happened to repair the car. He will state he is shipping the car to the body shop for repairs and then ask the owner to wire him from \$25 to \$40 for train fare for him and his wife to get back home.

There were no reports of the money's being sent, but evidently it would be received by a confederate in the city where the call supposedly originated. Calls were not actually long-distance and were traced to a local phone.

A POSITIVE "CHARGE" ...

Ridgeland, S. C.

Gentlemen:

In reference to Time Savers in your November edition, the gentleman from Tennessee who suggested welding washers to a battery cable to use as a battery remover must use this device on dead batteries only. If any "juice" was in a battery, this would short circuit it and not only discharge the battery but probably heat the cable so as to injure the hands when lifting.

B. RAY MITCHELL,
Mitchell's Auto Service

... AND ITS "SECONDARY"

St. Louis, Mo.

Dear Sir:

I would like to know just how you are going to handle a battery removal such as you printed in the November issue. It seems to me that to construct a battery remover such as is printed is definitely asking to have the battery blow up in your face. The most I can get out of that deal is a dead short across the terminals. I believe that I read it right.

If I am right, the best thing to do in your next issue is to print a retraction so some poor guy won't get hurt.

This is the second issue I have received so far and I enjoy reading it very much.

FREDERICK J. JOERGER

For an explanation of this November Time Saver and how the author intended the battery remover to be used, turn to the box at the bottom of column one of page 89. We hope this clears it up.

A surprising number of other fellows caught this, too.

ANOTHER AIRTEX ENGINEERING TRIUMPH

New NYLON BEARING RETAINER

adds thousands of miles
to water pump service!

TOUGH... RESILIENT...
PRACTICALLY INDESTRUCTIBLE!

AIRTEX WATER PUMPS

AIRTEX AGAIN creates a dramatic new improvement in Water Pump performance! Scientifically designed bearing retainer of tough, resilient Nylon thermoplastic provides unmatched endurance for better, longer-lasting replacements — provision-made to duplicate original equipment quality.

ORDER FROM YOUR JOSSER — OR WRITE DIRECTLY
JOSSEY — Study Wall Chart and Interior Display
AIRTEX AUTOMOTIVE DIVISION
World's Largest Independent Fuel Pump Manufacturer



Don't YOU be responsible for a crash!



For Safety's Sake... use genuine
WAGNER LOCKHEED
HYDRAULIC BRAKE FLUID
it's chemically balanced... surpasses S.A.E. specifications

You wouldn't put nitroglycerin into a customer's brake system... but using a non-approved brake fluid might be just as deadly. Worse still, the dread responsibility for tragedy might rest on your shoulders alone.

Keep your conscience clear and your customers safe! Use genuine Wagner Lockheed Hydraulic Brake Fluid... the standard of quality for 29 years. This outstanding product exceeds rigid S.A.E. specifications. It is chemically balanced to function faithfully in high operating temperatures as well as in sub-zero tem-

peratures. It protects the brake system from rust and corrosion, gummy residue deposits, rapid evaporation of fluid, or swelling of rubber cups or hose.

Wagner Lockheed Hydraulic Brake Fluid No. 21 is for passenger cars operating under moderate conditions. No. 21-B is for trucks, tractors, buses, and other heavy vehicles operating under extreme conditions and for passenger cars where a heavy-duty fluid is recommended.

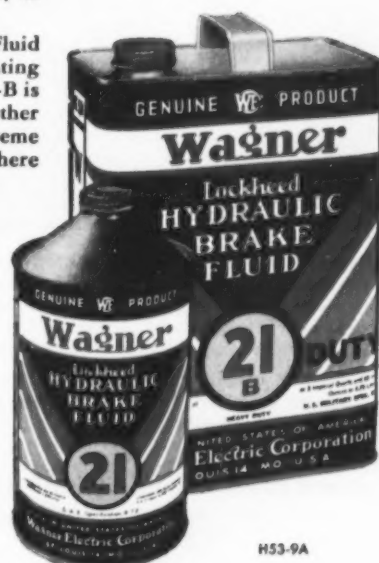
See your nearest Wagner jobber, or write us for details, also for free copy of Bulletin HU-17H.

Wagner Electric Corporation
 6362 PLYMOUTH AVENUE, ST. LOUIS 14, MO., U. S. A.
 (Branches in Principal Cities in U. S. and in Canada)

Wagner

the best known name in brake service

You can depend upon WAGNER QUALITY because Wagner Products are used as original equipment by automobile, truck, trailer and bus manufacturers.



H53-9A

Dear Bill,

The Old Man says the shop business has him on a tight rope this month. For some unknown reason the door traffic suddenly dropped off almost 25 per cent, and while he wants to try to maintain the dollar volume, he doesn't want the customers to feel we're trying to oversell them.

He's asked the contact boys to take special notice of the needed services on the drive-in customers, but to not push too hard for sales on items we have previously made



It's INSULDRI
THE EQUIPMENT SPARK PLUG WIRE SET

It SEALS out moisture and insulates the Plug

**See footnote*

by **Belden**

The new Insuldri Spark Plug Wire Sets are original equipment on many late model cars. Four sets have been designed to fit all of the popular 6- and 8-cylinder cars. In fact, Insuldri will replace any set using the right angle terminal. Insuldri sets moistureproof the plugs and completely insulate them from "shorting"; insure better performance.

The 7606 attractively packaged Dealer Merchandiser offers dealers wide coverage, quick turnover, and excellent profits with low investment. Available now from stock.

*These sets include an extra, large plastic nipple to fit the larger coil tower on late model General Motors cars.

BELDEN MANUFACTURING CO., 4643 W. VAN BUREN ST., CHICAGO 44, ILLINOIS

"Specials" of, so they might feel we're high-powering them. In the case of safety items he doesn't mind pulling out all the stops. He says that is the serviceman's responsibility to see that everything pertaining to safety is not only brought to the owner's attention, but that every effort is made to see that he has the service done. But in the case of appearance or comfort items, he doesn't want to go much further than a friendly suggestion.

It's surprising how many automatic-transmission lube changes we've scared up by merely checking the speedometer and asking the owner for the job. We've been overlooking them since they changed the change period on most of them last year to almost double the mileage it was before. A lot of customers have given a favorable reply to a suggestion the universal joints be taken down for an inspection, too.

And speaking of speedometers, after the weather turns cold the speedometer cables often set up a fuss and have the needle jumping all over the place. It always makes the customer happy to find a few cents spent on lubrication of the cable will smooth it out, and he doesn't have a bill for repair on the speedometer head itself. It doesn't make him mad if you sell him a little anti-freeze for his windshield washer, too, before a cold night causes it to freeze and break the bowl.

At any slack period the boss encourages the service salesmen to take a little more time discussing the individual customer's problems with him so that he won't feel slighted when we have to hurry him a little during a rush, and at least let him get some of his questions and remarks out of his system, and show him his interests are also our interests.

We get a kick out of some of their ideas, and probably save

Engineers reveal methods behind long-lasting finish of Chrysler Corporation cars



The Engineering Division of Chrysler Corporation has disclosed the steps leading to a remarkable automobile finish that actually grows harder with the years, instead of flaking, fading and otherwise deteriorating.

Standard on every Chrysler-built car, the finish owes its unusual qualities to special enamels, special preparation of surfaces, and advanced methods of application and baking.

The enamels themselves must meet rigorous specifications prepared by Chrysler Corporation engineers, and stand up under both laboratory and outdoor tests. In addition to clinging to metal, they must resist the effects of oil, gasoline, salt spray and other contaminants, and must hold their color in hot summer sun.

The painting process—as typified at the DeSoto plant—begins with raw metal bodies carried by overhead slings through six separate rinses and spray treatments.

Each rinse serves a special purpose. This “combination bath” gives the bodies a treated surface that will inhibit corrosion and provide a clinging base for the five coats of paint that follow.

Two of these are red primer coats. Each is baked, wet-sanded, dried and wiped clean. Then, in another spray tunnel, the bodies are given a gray-blue sealer coat, which in turn is baked, wet-sanded, dried and wiped.

Now the bodies are ready for the color they are to have as finished cars. This is applied in two coats and baked again. Every body is inspected under brilliant light to make sure it meets specifications.

Giving Chrysler Corporation cars the finish that stays young-looking longer is but another of the practical “Engineered production” qualities that begin in the engineering laboratory. It is another of the reasons for the “more value” reputation which Chrysler Corporation cars enjoy.

Chrysler Corporation PLYMOUTH • DODGE
DE SOTO • CHRYSLER • IMPERIAL CARS
DODGE “JOB-RATED” TRUCKS

them and ourselves trouble by discussing them. We've had some who thought they were real cagey by purchasing their permanent anti-freeze some place at a discount and then, since it was cheaper that way, just put it in the system full-strength. They were more than slightly surprised to find the freezing point is lower when water is treated with anti-freeze — than is the anti-freeze alone. It also gave us a chance to tell them all the inspections we make when we install it for them.

The old boy tells us that slack times are the best opportunity we have for correcting the biggest customer complaint of so little "personal attention" when dealing with big shops, and we are plowing the ground for a later harvest when we handle it right.

Here's hoping that the be-whiskered gent, come December 25, fills your stocking with all sorts of easy solutions to the "automatic" features of today's cars!

Yrs,
Ed.

How Things Look

(Continued from page 39)

than ever before. Of course, the competition will be considerable, but I am still optimistic enough to believe that there will be plenty of business to go around.

And in this connection let me say that our service manager, Ernest Doering, agrees with me that honest service to every customer will bring you more business in the long run than all the gimmicks put together. For example, the Florida Highway Patrol regularly brings its patrol cars in for servicing. That one thing seems to inspire confidence in our work on the part of the run-of-the-mill motorist.

But don't think for a minute we would rely on second-hand impressions. Our job is to convince the motorist that we've done our level best to put his own car in tip-top running shape at the lowest cost possible.

We have found that the best way to create good-will — and keep our volume at a peak — is to see that our men are honest with our customers every minute of the live-long day.

L-M Seat Adjuster

(Continued from page 60)

relay.

Remedy A. Remove, check and replace relay.

Cause B. Loose connections or open motor control circuit.

Remedy B. Check and correct connections.

3. Window operation is sluggish and noisy.

Cause A. Motor brushes chipped or improperly seated.

Remedy A. Check and replace with new brushes.

Cause B. Excessive armature end play.

Remedy B. Replace motor.

Cause C. Insufficient clearance between armature and field coils.

Remedy C. Correct alignment if possible; if not, replace motor.

Teetor Takes Commerce Post

Lothair Teetor, chairman of the board of Perfect Circle Corp., has resigned that position. He recently was sworn in as assistant secretary of commerce for domestic affairs. Ralph R. Teetor, president of Perfect Circle, has assumed the position of board chairman. Lothair Teetor continues as a member of the board.

It's New! It's RUGGED!

AMMCO SAFE-TURN DRUM LATHE

TREMENDOUS 2 $\frac{7}{8}$ " SPINDLE

EXCLUSIVE

INFIMATIC*

FEED

.002" to .020"

adjustable while cutting

DOUBLE TAPER STEEL ARBORS

-- no pounding

LOOK WHAT YOU GET!

2000 LBS. hardened steel arbors... Adapters for passenger cars, light trucks and most medium trucks. Spring Bar and Bit... Silencer Band... Wrenches... Adjustable stop... 1/2 H.P. heavy duty motor... Protective boots on spindle, cross slide and lead screw... Adjustable work light.

Grinder, Heavy Duty Arbors, Adapters, and Outboard Support available.

SEE YOUR AMMCO JOBBY

Play Safe With AMMCO—The Big Buy!

AMMCO TOOLS, INC. 2110 COMMONWEALTH AVE. • NORTH CHICAGO, ILLINOIS

A better Motor Oil had to be built.



This is it



**— and this is how we are telling
millions of car owners about it!**

A GREAT new product built for today's changing conditions called for a powerful new approach in motor oil advertising. The above illustration is spread across two magazine pages — in one of a series of advertisements introducing *Advanced Custom-Made Havoline*.

This advertising in the big national magazines reaches into every area of the U.S.A. The result? Millions of motorists are learning about this motor oil that is Made . . . not Born!

In advertising, in station display and Dealer promotion we are telling about this new oil that "wear-proofs your engine for the life of your car." Motorists with today's higher-speed, higher-powered engines will be buying more Havoline than ever.

Constant product improvement, plus powerful advertising and Dealer sales support, has always been our way of keeping Texaco Dealers out in front of competition. Here is one more example.

THE TEXAS COMPANY



*No wonder TEXACO DEALERS
are such busy dealers!*

Controlling 12 Volts

(Continued from page 57)

connected in series with the generator field circuit when the regulator contact points are closed.

The windings and core are assembled into a frame. A flat steel armature is attached to the frame by a flexible hinge so that it is just above the end of the core. The armature contains a contact point which is just beneath a stationary contact point. When the voltage regulator is not operating, the ten-

sion of a spiral spring holds the armature away from the core so that the points are in contact and the generator field circuit is completed to ground through them.

Voltage regulator action:

When the generator voltage reaches the value for which the voltage regulator is adjusted, the magnetic field produced by the two windings (shunt and series) overcomes the armature spring tension and pulls the armature down so that the contact points separate. This inserts resistance

into the generator field circuit so that the generator field current and voltage are reduced. Reduction of the generator voltage reduces the magnetic field of the regulator shunt winding. Also, opening the regulator points opens the regulator series winding circuit so that its magnetic field collapses completely.

The consequence is that the magnetic field is reduced sufficiently to allow the spiral spring to pull the armature away from the core, causing the contact points to again close. This directly grounds the generator field circuit so that generator voltage and output increase.

The above cycle of action again takes place and the cycle continues at a rate of 150 to 250 times a second, regulating the voltage to a constant value. By thus maintaining a constant voltage, the generator supplies varying amounts of current to meet the varying states of battery charge and electrical load (Figs. 3 and 4).

The Current Regulator

Current regulator:

The current regulator has a series winding of a few turns of heavy wire which carries all generator output. The winding core is assembled into a frame. A flat steel armature is attached to the frame by a flexible hinge so that it is just above the core. The armature has a contact point which is just below a stationary contact point.

When the current regulator is not operating, the tension of a spiral spring holds the armature away from the core so that the points are in contact. In this position the generator field circuit is completed to ground through the current regulator contact points in series with the voltage regulator contact points.

Current regulator action:

When the load demands are heavy, as, for example, when electrical devices are turned on and the battery is in a discharged condition, the voltage may not increase to a value sufficient to cause the voltage regulator to operate. Consequently, generator output will continue to increase until the generator reaches rated maximum. This is the current value for which the current regulator is set.

Therefore, when the generator reaches rated output, this output, flowing through the current regulator winding, creates sufficient magnetism to pull the current regulator armature down and



Model 100

Just like a
**MECHANIC'S
RIGHT HAND
MAN**



HUOT deluxe TOOL CHEST

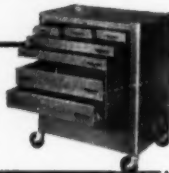
Lots of drawers . . . plenty of usable tool space . . . drawers are lined for the protection of your precision gauges and tools. Will even take care of a husky $\frac{1}{4}$ " Portable Hand Drill—in extra heavy drawers built to stand rough use. All hardware is plated for long life. Two tone blue and gray oil-resistant Hammerlin Enamel . . . just wipe it off to keep it clean. If you plan to move the chest around, it fits nicely on top of a Huot Porta-Cab. Ask your jobber—or send us his name when writing for literature.

18 $\frac{3}{4}$ "x26"x12"
11 STURDY DRAWERS
LOTS OF USABLE TOOL SPACE
TOTE TRAY INCLUDED

No. 250 PORTA-CAB

The Porta-Cab is a portable tool cabinet with a built-in chest, combining all the desirable features of a large tool chest and cabinet in one sturdy mobile unit. Model 100, above, can mount on top.

HUOT is pronounced "HEW-OT"



HUOT Manufacturing Company

587 N. WHEELER AVE. • ST. PAUL 4, MINN.

Please send bulletin on Tool Chests and Cabinets

NAME _____
ADDRESS _____
NAME AND ADDRESS OF FAVORITE JOBBER _____

Pyramid Your Profits with this RUST MASTER PYRAMID SALES DISPLAY . . .



**EASY TO HANDLE!
EASY TO STORE!
EASY TO SHOW!
EASY TO SELL!**



NOW . . . in the new ROUND cans. The same good products — but a brand new package. The tamper-proof cans are real protection against substitution. These nation-wide favorites for servicing cooling systems — RUST MASTER and LEAK MASTER — now have even greater sales appeal . . . assuring greater turnover, bigger volume, higher profits.

Pour RUST MASTER Products into your customers' car and you pour profits into your cash register! Car owners everywhere know the dependability of RUST MASTER and LEAK MASTER . . . so put these two top profit-winners out where everyone will see them — and *buy* them!

**Look for the familiar
RED-AND-YELLOW
DOT CAN . . .**

- NO LEAKING
- NO DETERIORATION
- POSITIVELY TAMPER PROOF
- PRICED RIGHT FOR GOOD PROFIT

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Rust Master Chemical Co.



- NO FUSS
- NO MUSS
- JUST POUR
- NO MORE

THE FABULOUS FOUR MONEY-MAKERS



RUST MASTER



CARB MASTER



SLUDGE-MASTER



LEAK MASTER



**Ride with
RUST MASTER products**

PRODUCTS WORK WHILE YOU RIDE

Chemical Company
Mfg. Chemists

56 CRIGHTON ST., CAMBRIDGE, MASS.

THE SILENT PARTNERS OF MOTOR EFFICIENCY



open the contact points. With the points open, resistance is inserted into the generator field circuit so that the generator output is reduced.

As soon as the generator output starts to fall off, the magnetic field of the current regulator winding is reduced, the spiral spring tension pulls the armature up, the contact points close and directly connect the generator field to ground. Output increases and the above cycle is repeated. The cycle continues to take place while the

current regulator is in operation 150 to 250 times a second, preventing the generator from exceeding its rated maximum under such conditions.

When the electrical load is reduced (electrical devices turned off or battery comes up to charge), then the voltage increases so that the voltage regulator begins to operate and tapers the generator output down. This prevents the current regulator from operating. Either the voltage regulator or the current regulator operates at any

one time—the two do not operate at the same time.

Resistances:

The current and voltage regulator circuits use a common resistance, which is inserted in the field circuit when either the current or voltage regulator operates. A second resistance is connected between the regulator field terminal and the relay frame, which places it in parallel with the generator field coils. The sudden reduction in field current, occurring when either the current or voltage regulator contact points open, is accompanied by a surge of induced voltage in the field coils as the strength of the magnetic field changes. These surges are partially dissipated by the two resistances, thus preventing excessive arcing at the contact points.

Temperature Compensation

Temperature compensation:

Voltage regulators are compensated for temperature by means of a bi-metal thermostatic hinge on the armature. This causes the regulator to regulate for a higher voltage when cold which partly compensates for the fact that a higher voltage is required to charge a cold battery.

Regulator polarity:

Some regulators are designed for use with negative grounded batteries, while other regulators are designed for use with positive grounded batteries. Using the wrong polarity regulator on an installation will cause the regulator contact points to pit badly and give very short life. As a safeguard against installation of the wrong polarity, regulators designed for positive grounded systems have copper-plated current and voltage regulator armatures, while regulators for negative grounded systems have cadmium-plated armatures.

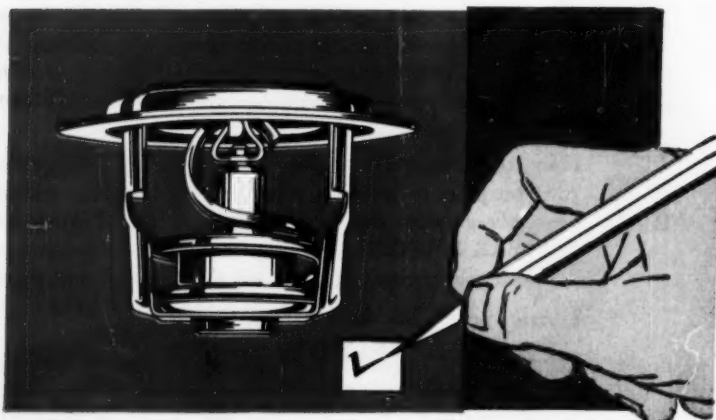
Regular maintenance, general instructions:

1. Mechanical checks and adjustments (air gaps, point opening) must be made with battery disconnected and regulator preferably off the vehicle.

Caution: The cutout relay contact points must never be closed by hand with the battery connected to the regulator. This would cause a high current to flow through the units which would seriously damage them.

2. Electrical checks and adjustments may be made either on or off the vehicle. The regulator must always be operated with the type

HOW OFTEN DO YOU CHECK THE THERMOSTAT?



There are plenty of times when a thermostat check should be part of your regular routine. For instance, every motor tune-up job, every major overhaul, every time you change, add or remove anti-freeze . . . they're all good times to check the cooling system and replace a defective thermostat with a Dole DV.

Make a thermostat check a routine habit and you'll sell more parts and make more satisfied customers, too. Dole thermostats are "tops" in quality. They

assure improved motor performance, less gas and oil consumption, less motor wear.

**Protect Your Good Name
with Another**

Control with Dole

DOLE

THE DOLE VALVE COMPANY
1933 Carroll Ave., Chicago 12, Ill.
Representatives in Principal Cities

MODERN MOTORS DEMAND ACCURATE VALVE SERVICING

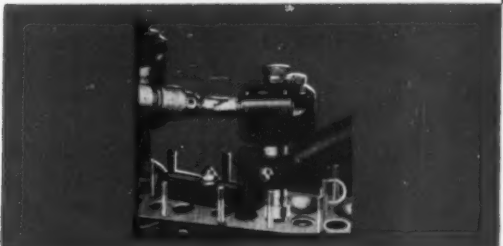
GET IT WITH

Kwik-Way



SEAT GRINDING

The Kwik-Way Model SG Heavy Duty Valve Seat Grinder is the most accurate, fastest cutting seat grinder built today. Ball bearing, direct drive, heavy duty motor holds speed of 9000 rpm under full load. True alignment of seat with guide assured by Kwik-Way Tapered Arbor. Smaller and larger Kwik-Way seat grinders also available.



SEAT INSERTING

The Kwik-Way Valve Seat Insert Tool is fast in operation — works with any $\frac{3}{8}$ " or larger electric drill. It has automatic feed and automatic stop for depth. True alignment assured by Kwik-Way Tapered Arbor. Method of alignment and rigidity of set-up results in highly accurate counterbores — inserted seat rings stay put!



TRUE ALIGNMENT

Kwik-Way Seat Grinders and Valve Seat Insert Tools are accurately aligned, with respect to the original centerline of the valve guide, by the famous Kwik-Way Tapered Arbor. The illustration shows how the Tapered Arbor, with its gradually tapered stem, centers itself in the smallest or unworn portion of the valve guide. Accurate alignment and precision results are assured!



**KWIK-WAY PRECISION
MOTOR RECONDITIONING
EQUIPMENT IS SOLD ONLY
THROUGH FACTORY
TRAINED KWIK-WAY
REPRESENTATIVES.**

Kwik-Way

Serving the Motor Rebuilding Industry
Since 1920

VALVE FACING MACHINES • VALVE SEAT GRINDERS
VALVE SEAT INSERT TOOLS • VORTEX SUCTION DEVICE
CYLINDER BORING MACHINES • LINE BORING
MACHINES • PISTON CAM TURNING AND
GRINDING MACHINES

FREE DEMONSTRATION

Call in your Kwik-Way Man now. See Kwik-Way Valve Seat Servicing Equipment demonstrated in your own shop.

GET ALL THE FACTS! MAIL COUPON TODAY!

**Cedar Rapids Engineering Co.,
915 17th Street N.E., Cedar Rapids, Iowa**

- ☐ Please send complete details on Kwik-Way Valve Seat Servicing Equipment.
☐ Kwik-Way Man to Call.

☐ _____ Other Equipment in which interested

Name _____

Company _____

Street _____

City _____ State _____

generator for which it is designed.

3. The regulator must be mounted in the operating position with cover in place when electrical settings are checked, and it must be at operating temperature when checks and adjustments are made.

4. After any tests or adjustments, the generator on the vehicle must be re-polarized after leads are connected but before the engine is started, as follows:

Repolarizing generator:

After reconnecting leads, momentarily connect a jumper lead

between the "Gen" and "Bat" terminals of the regulator. This allows a momentary surge of current to flow through the generator which correctly polarizes it.

Failure to do this may result in severe damage to the equipment, since reversed polarity causes vibration, arcing and burning of the relay contact points.

Quick checks of generator and regulator:

In analyzing difficulties in generator-regulator operation, any of several conditions may be found:

1. Fully-charged battery and low-charging rate—This indicates normal generator-regulator operation. Regulator settings may be checked as outlined in the following section.

2. Fully-charged battery and a high charging rate—This indicates that the voltage regulator is not reducing the generator output as it should. A high charging rate to a fully-charged battery will damage the battery and the accompanying high voltage is very injurious to all electrical units.

This operating condition may result from the following:

- Improper voltage regulator setting.
- Defective voltage regulator unit.
- Grounded generator field circuit (in either generator, regulator, or wiring).
- Poor ground connection at regulator.
- High temperature (over 135° F.) which reduces the resistance of the battery to charge so that it will accept a high charging rate even though the voltage regulator setting is normal.

If Trouble's Elsewhere—

If the trouble is not due to high temperature, determine the cause of trouble by disconnecting the lead from the regulator "F" terminal with the generator operating at medium speed. If the output remains high, the generator field is grounded either in the generator or in the wiring harness. If the output drops off, the regulator is at fault and it should be checked for a high voltage setting or for grounds.

3. Low battery and high charging rate—This is normal generator-regulator action. Regulator settings may be checked as outlined in the following section.

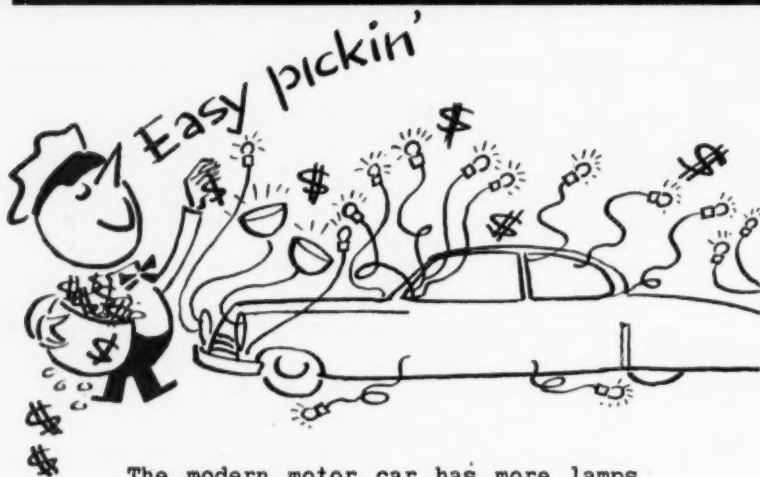
4. Low battery and low or no charging rate — This condition could be due to:

- Loose connections, frayed or damaged wires.
- Defective battery.
- High circuit resistance.
- Low regulator setting.
- Oxidized regulator contact points.
- Defect within the generator.

If the condition is not caused by loose connections, frayed or damaged wires, proceed as follows to locate cause of trouble:

To determine whether the generator or regulator is at fault, momentarily ground the "F" terminal of the regulator and increase

EVERY CAR SPROUTS LAMP BUSINESS FOR YOU



The modern motor car has more lamps than a Christmas tree—offering you 18 or more chances for replacement sales. The total lamp replacement business in the U. S. is \$72 million a year. Pluck your share of this swell crop of dollars by watching every car for lamp needs.

TUNG-SOL makes: All-Glass Sealed Beam Lamps, Miniature Lamps, Signal Flashers, Picture Tubes, Radio, TV and Special Purpose Electron Tubes and Semiconductor Products.

Tung-\$ol

AUTO LAMPS



TUNG-SOL ELECTRIC INC., NEWARK 4, N. J.

Sales Offices: Atlanta, Chicago, Columbus, Culver City (Los Angeles), Dallas, Denver, Detroit, Newark, Philadelphia, Seattle

HAMILTON LAMONT, Buffalo, N.Y.
President of Lamont-Wray Motors, Inc., says:

"Experience is what counts..."

"... and in 25 years with the COMMERCIAL CREDIT PLAN ... as a retail salesman, a sales manager and a Chrysler-Plymouth dealer ... mine has been a most pleasant one. Recommend it for any forward looking dealer because of: (1) their understanding of a dealer's problems; (2) their flexibility when the necessity arises; (3) their well-trained personnel backed by a network of offices coast to coast; and (4) their plans can be tailored to fit any dealer operation."



A. WRAY,
Vice President of Lamont-Wray, says:

"Easy to do business with..."

"... both for us and our customers. COMMERCIAL CREDIT's smooth operating floor plan arrangement is the life blood of our business. Their retail repurchase plans are flexible and easy to sell against competition. Haven't had one repossession yet ... due, we feel, to their thorough handling of our time sales accounts. COMMERCIAL CREDIT's automatic insurance coverages and prompt insurance settlements benefit our customers ... help us control financing, eliminate lost sales."



**COMMERCIAL
CREDIT
CORPORATION**

A service offered through subsidiaries of
Commercial Credit Company, Baltimore
... Capital and Surplus over \$135,000,000
... offices in principal cities of the United
States and Canada.

WHY not get the complete story about COMMERCIAL CREDIT's complete financing package today? You'll be particularly interested in seeing our sales aid, "The Salesman's Angle." Just call or write your nearest COMMERCIAL CREDIT office listed in your phone book.

COMMERCIAL CREDIT DEALERS ARE Successful DEALERS

➔ **PERFECT** ➔ **WHEEL WEIGHTS** **FIT & STAY PUT**



The Double **3-Point Suspension does it!**

PERFECT Wheel Weights are made with a larger radius than the rim, so that when applied they create constant pressure at points 1-2 and 3 (shown above in top photo). Bearing points to prevent "rocking" are also formed at points 1a-2a and 3a (shown in small illustration).

Such a DOUBLE 3 point suspension principle prevents slipping—"rocking" and loss of weights. PERFECT'S "stay put"—they give SATISFACTION. That's why they're the world's largest selling wheel weights.

This principle applies to both the "C" and "U" type Perfect Weights.



"U" Type

Fits all passenger cars made before 1949 which had either E or F type rims. Still gives satisfaction on most cars manufactured up to present time. Made in the following sizes: 1/2- 1- 1 1/2- 2- 2 1/2- 3- 3 1/2- 4- 4 1/2- 5- 5 1/2- 6-ounce.



"Special" Type

Made for all late model Cadillacs equipped with large chrome hub caps covering the entire wheel. Made in the following sizes: 1/2- 1- 1 1/2- 2- 2 1/2- 3-ounce.



PERFECT EQUIPMENT CORP.

804 W. Morgan St.

KOKOMO, IND.

P. O. Box 706



Manufacturers of Passenger and Truck Wheel Weights — Coil Spacer Rings — Caster Shims.

generator speed. If the output does not increase, the generator is probably at fault and it should be checked.

If the generator output increases, the trouble is due to:

a. A low voltage (or current) regulator setting.

b. Oxidized regulator contact points which insert excessive resistance into the generator field circuit so that the output remains low.

c. Generator field circuit open within the regulator at the connections or in the regular winding.

5. Burned resistances, windings or contacts — These result from open circuit operation or high resistance in the charging circuit. Where burned resistances, windings or contacts are found, always check car wiring before installing a new regulator. Otherwise, the new regulator may also fail in the same way.

6. Burned relay contact points— This is due to reversed generator polarity. Generator polarity must be corrected after any checks of the regulator or generator, or after disconnecting and reconnecting leads.

Cured Shop Congestion

(Continued from page 35)

the maximum arbitrarily determined by Stewart is attained, however, he simply tells additional applicants he has extended all the credit his capacity will allow for that month.

The other policy is simply and briefly stated.

"Don't lie to customers," Stewart advises.

"If anyone in business will think that over carefully, he will agree that it just about covers everything in the way of a general operating policy."

Texas Dealer Group Elects Clyde Cox

CLYDE Cox of Tyler was elected president of the Texas Independent Automobile Dealers Association at the recent convention in San Antonio. Other officers include: Ray Williams, Fort Worth, first vice-president; Dale Robbins, Lubbock, second vice-president; Pat Patterson, Amarillo, secretary, and Percy Henry, Houston, treasurer.

David P. "Doc" Whelchel, executive vice-president of the Tennessee Automotive Association, was one of the principal speakers.

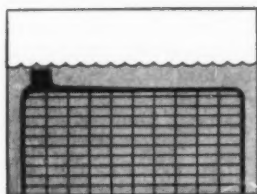


Are you using this Key?

It's the Key Feature of the all new

Willard *Weathermaster* with Climate Control

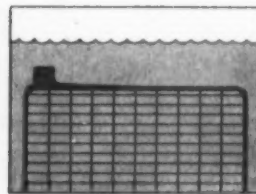
**A POWERFUL
COLD WEATHER
BATTERY**



At the turn of a key . . . low water level increases acid gravity . . . steps up strength of electrolyte. Gives 20% extra cranking power for quick, positive starting at sub-zero temperatures.

KEY-OPERATED CLIMATE CONTROL

**A LONG LASTING
HOT WEATHER
BATTERY**



At the turn of a key . . . high water level reduces acid gravity . . . keeps battery cooler. Less possibility of over-charging damage . . . less self-discharge due to high temperatures. Needs water only twice a year in normal use.



and it's only ONE of many great new sales features . . . so don't delay . . .

- | | |
|-----------------------------|---------------------------------|
| ✓ NEW ONE-PIECE TOP | ✓ NEW STEPPED-UP POWER |
| ✓ NEW MECHANICAL SEPARATORS | ✓ NEW METALEX GRIDS |
| ✓ NEW STRONGER CASE | ✓ GENUINE WILLARD "SAFETY-FILL" |

**CALL YOUR WILLARD
DISTRIBUTOR TODAY!**

No Gripes on Tune-Ups

(Continued from page 37)

That's why Newman says his investment of about \$300 in the new tester was repaid many times over, even in the first months of use.

"We figure that our average customer spends \$190 a year in the service department," he stated. "We arrived at that figure by totaling up 1,000 repair orders pulled from our files and taking the average. Some customers spend more and some less, but that's the yearly

average per customer for mechanical and body work.

"We know that our tune-up work has brought us customers. I can think of one especially. His car happened to be the first one on which we used the new tester. He had been to just about every place in town and spent more than \$200 trying to get his car to run right. We told him if we didn't fix it, there would be no charge. If we did, then he would pay the bill. He said that suited him.

"We ran all the tests, found the

trouble and corrected it. His total bill was \$97, but he was a happy man. He has put a lot of miles on the car since then and not had a bit of trouble. We couldn't drive him away from our shop with a stick now!"

Newman can tell of other similar experiences. He's always glad to gain new customers like that, but he is aware that steady volume comes from regular satisfied customers.

"A lot of our regular customers are men who travel, such as salesmen and factory representatives," he said. "They bring their cars in every 10,000 miles and want us to give them a complete going over — tune-up, brakes, front-end and the works. They may put 5,000 miles or more on their cars between the time they leave Atlanta and the time they get back. While they are gone, they don't want to have anything done to their cars except lubes and oil changes.

They Want a Repeat Job

"Some of them come in and tell us, 'Do exactly what you did last time.' They come by every 10,000 miles for a complete check-up until they get 80,000 or 90,000 miles on the car. Then the next time they drive in and trade cars."

Newman and his men constantly study new methods and look for new equipment that will enable them to give better service.

"We think we have just about licked tune-up come-backs," said Newman. "You can't entirely eliminate human error and occasionally somebody will slip up. But mostly we can predict the one customer in a hundred who will bring the job back.

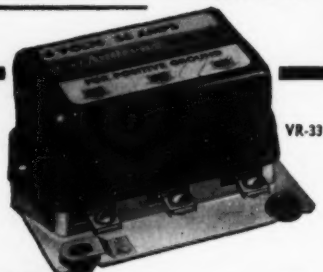
"We have several customers who almost always bring a tune-up back the day after we do it. These fellows are usually engineers or like to work with cars and machines. They'll tell us that we did a good job but the carburetor needs a slight adjustment to make it right on the nose. We'll run the car through again and find everything checks out exactly with the specifications. So we'll deliver the car without changing anything.

"These fellows are good customers and we don't mind the recheck, because the next day they're apt to drive several miles out of their way to tell us how good the car is running since we made that little extra adjustment.

"I guess every shop has come-backs like that, and always will. But those aren't the kind that become a shop headache."

For a COMPLETE Job!

The Andrews Line is COMPLETE!



VR-33

You Give COMPLETE Ignition Service!



C-91

DS-50H

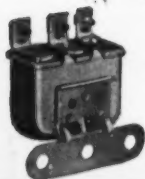


You Insure COMPLETE Customer Satisfaction!

Yes, you can do a complete job with Andrews Ignition Parts, Wire and Cables, products of the finest quality and highest standard of workmanship. Every Andrews item is guaranteed to give satisfaction.



D-150H



HR-77

Sectional merchandising cabinets of Andrews Ignition Parts available from your jobber.

ASK YOUR JOBBER

Andrews
MANUFACTURING CO.

ST. LOUIS, MO.



Southeastern Representative:
LAWRENCE M. HIRSIG & COMPANY
American National Bank Building
Jacksonville 7, Florida

Southwestern Representative:
LYNN & HEMPHILL
301 North Market
Dallas, Texas



1. Even the most timid customer expects a lot from his car . . .



2. And if he doesn't get top performance, it'll be a cold day before you see him again.



3. So if you want him to have a high opinion of you and your service . . .

© 1953, Ethyl Corporation, New York 17, N. Y.



4. Pass the word. Tell him to use "Ethyl" gasoline and get full power from his car. (Of course, the timing should be set for "Ethyl" gasoline.)



Used-Car Advertising

(Continued from page 33)

tivity? Do the other dealers have used-car problems, too? If so, your advertising must of necessity in quantity and quality compete with that of the other dealers in your locality.

Thirdly, what do the various advertising media in your community have in the way of rates? How expensive is your local advertising market?

In order to be less confusing in

our discussion of this confusing question, let's think of used-car advertising in relationship to the number of used cars sold by the dealership at retail. This merely establishes a basis for us as an average expenditure, somewhere between the extremes. One such extreme is that of those few remaining dealers whose new-car buyers know someone wanting to purchase the trade-ins. Such a dealer (out of low volume) has little or no used-car problems, and his used-car advertising will run

but pennies per used car sold at retail.

Contrast this with the other extreme of high-new-car-volume dealerships in highly-competitive metropolitan areas. In such cases, it is commonplace for the dealers to average spending in excess of \$25 per used car sold at retail on some form of used-car advertising.

Once again, we return to the question, how much should you spend for used-car advertising, and your solution must be based on your appraisal of your used-car situation, together with what your competition is doing to move his used cars.

Returning then to our original premise that advertising takes the place of nothing, and should be considered as an aid to selling, what, then, would be a good plan for your used-car advertising?

May I submit the following:

- 1.—Plan your advertising; don't just let it happen.
- 2.—Budget your advertising, setting up an allowance for institutional advertising, and also a more flexible allowance for point-of-sale advertising to vary each month in accordance with your advertising needs for that particular month.
- 3.—Pick one or more advertising media, and do a good job. Don't try to advertise in every media and lose the effectiveness thereby.
- 4.—Purge your used-car account of public relations items, donations, club dues, etc. Know where you stand. Don't kid yourself on your used-car advertising account.
- 5.—Pitch your advertising to the level and the likes of the people in your community. For example, if your people like and react favorably to cartoon-type advertising in printed media, then use cartoons. If they don't, then regardless of your own likes or dislikes, or the mats you have bought, or any other factor, stay away from the comic type of advertising.
- 6.—Let one person be responsible for your advertising.

Let's take the hypothetical case of the ABC Motor Co., which suddenly discovers that it has 25 surplus used cars that it needs to dispose of. Using trading-ratio formulas for the ABC Motor Co., we see that it must sell 40 used cars to cut 25 used cars from stock. Over the last year the average ad-



4

REASONS WHY MONKEY GRIP "SIZZLE" PATCHES ARE BEST FOR YOU!

- 1 Lower Patch Inventory**
Only TWO SIZES of Monkey Grip Blunt Diamond Sizzle Patches fill all needs, fit all clamps. Cuts your inventory in half.
- 2 Improve Quality of Repairs**
"Filler Tab" tube repairs are safer and longer lasting. Tab fills tube injury and strengthens repair. Holland cloth is removed without picking or fumbling.
- 3 Dependable — Easy To Fire**
New "souped-up" sizzle board fires quickly and easily, burns evenly for perfect vulcanizing. Always dependable.
- 4 Packaged For Fast Sales**
The famous Monkey Grip red, yellow and blue packages are a standout on the shelves. Bright, colorful and full of sales appeal.

MONKEY GRIP EXTENDS Seasons Greetings

MONKEY GRIP "SIZZLE" PATCHES

MONKEY GRIP SALES COMPANY • 5320 HARRY HINES BLVD. • DALLAS, TEXAS

MōPār

TRADE NAME

means genuine Chrysler Corporation parts and accessories

Preferred by
owners of

Plymouth
Dodge
De Soto
Chrysler cars or
Dodge "Job-Rated"
Trucks



*Customers go where
they see the MōPār sign*

Customers know MoPar! Powerful advertising and hard-hitting sales promotion are continually directing owners to shops that carry the MoPar sign!

Get your share of this big, profitable market. Display the MoPar sign—the sign drivers know—the sign that says: *Genuine Chrysler Corporation parts and accessories!*



CHRYSLER CORPORATION • PARTS DIVISION • DETROIT 31, MICHIGAN

vertising per used car sold was \$10.

ABC realized that a used-car sale was necessary, so they doubled the advertising average per car of \$10, multiplied it by the total number of cars to be moved (40), and came up with a figure of \$800 for their advertising budget for the sale. ABC decided to use newspapers, radio and direct mail, and allocated \$450 for newspaper, \$250 for radio and \$100 for direct mail.

Their newspaper advertising was scheduled to run for a period of

four days, for ABC realized that one ad alone probably wouldn't do the job. Not being sure whether they would get more success from their classified or display advertising, ABC elected to use both. On the days when the sales ad ran in classified, the display section carried an ad calling attention to the one in the classified. This was reversed when the sales ad was in the display section.

Their \$250 allocated for radio was used for a two-day spot saturation, running the day before

and the first day of the sale itself.

The \$100 allocated to direct mail provided several thousand stuffers from the newspaper ad, which were sent to R.F.D. box holders, some to a used-car prospect list, and some were left in likely-looking trade prospects seen along the street.

Since the newspaper copy was cleverly written, and no competitive used-car sales appeared those days; since the radio spots were well written and inspiringly spoken; and since other direct mail to R.F.D. box holders, etc., was light that week, all these factors contributed to the sale being a success. This success was further assisted by an unforeseen upswing in community buying, brought about by an unknown economic factor. Then, too, by the use of the crystal ball, ABC had forecasted that the weather would be nice during the sale. The sale was a success. ABC moved the number of cars required, and they all lived happily ever after.

I chose this particular ending to the hypothetical case, because things usually don't turn out quite that way. From my personal observation, if you plan a used-car sale carefully, and it turns out to be a success, don't pat yourself on the back. Brother, you have just been lucky!

Before tossing this problem squarely back in your laps, may I leave these few thoughts with you.

First, analyze and realize the limits of used-car advertising, then buy enough of the right type of advertising to do the job you need most.

Secondly, remember that advertising, like any other used-car expense in competitive times, must be considered in the light of the prewar philosophy which held that "the cost of selling used cars is infinitely less than the cost of not selling used cars."

He Plugged the Leaks

(Continued from page 30)

reduction of one, after the staff and its duties had been shuffled. And in the wholesale parts department a physical consolidation made possible another reduction of one in personnel, thus the saving of \$250 a month rent on a warehouse, plus the additional saving of 50 per cent of the time of a truck driver. This time is now being utilized to speed up delivery to city customers.

Don't take just ANY brand of SOLDER ... here are the reasons why

There is a theory that a man who specializes in mousetraps will build better mousetraps than the one who makes merely wood or metal products. This is the narrow view of the self-conscious specialist

Others say, "Specialists are those who know more and more about less and less," which invites the conclusion that the greatest specialist of all must be he who knows everything about nothing.

Federated believes that the hundreds of products of non-ferrous origin have a basic family resemblance, and that the more we know about all, the more we know about each. Thus lead is found with silver and antimony, and copper and tin are found with iron. These various elements and others must be separated and refined, or in some cases, discarded. Then, re-combined in different ways, sometimes alone, sometimes with other non-ferrous ingredients, they make brass, bronze and aluminum ingot; solders and type metals; die casting alloys, lead products and bearing metals; anodes for plating and for cathodic protection.

Federated's competent organization of scientists and technicians, its widespread field force of servicemen, and its network of qualified distributors, are unified under the central policy of producing a brand of top-quality products and making these products most useful to every customer from the smallest to the largest.

We count it an advantage to you, and to the jobber from whom you buy, that Federated's organization is big enough to specialize in quality control and service from the depths of the mine to the user's shop. It is one of the reasons that the Federated brand is known as coming from "Headquarters for Non-ferrous Metals."

Federated Metals Division

AMERICAN SMELTING AND REFINING COMPANY

120 BROADWAY, NEW YORK 5, N. Y.

In Canada: Federated Metals Canada, Ltd., Toronto, Montreal



Aluminum and Magnesium, Babbitts, Brasses and Bronzes, Anodes, Die Casting Metals, Lead and Lead Products, Solders, Type Metals

Rust Sells Undercoats

(Continued from page 45)

through the worst part of the salt belt," he said. "We are sometimes surprised by the condition of a fleet of cars that some company offers for trade. It is hard to understand why a big business organization would neglect to preserve its transportation.

"Furthermore, right here in Houston we have a lot of shell streets. By that I mean that some streets and outlying roads are paved with ground shell. I don't know about other areas in coastal regions, but I understand the practice of paving with ground shell is rather common.

"This ground shell contains an alkali, and the effect of this alkali dust on the bare under-surface of a car is just about the same effect that results from salt in the air. And unless cars subjected either to alkali or salt, or both, are frequently washed, the paint will begin to disappear in spots."

Then They Learned

Hair suspects that the people of most coastal regions, along with those of South Texas, learned their first important lesson on the value of undercoating during World War II. At that time it was impossible to trade cars so often, and owners who had previously traded before rust got in its worst work, discovered that as an unprotected car acquires age, its vulnerability to rust increases rapidly.

"So the very conditions that produce this car damage are working on the side of the undercoat salesman. Those conditions stimulate the sale of undercoating jobs to customers."

Hair points out that, as all in the industry know, best time for an undercoating job is when the car is new. Although some cars may have a clean undercarriage after 30 or even 60 days of use, most cars of that age require a steam cleaning, for \$5 in addition to the undercoating charge. Cars no more than two days old require steam cleaning if they have been driven during wet or muddy conditions.

Many purchasers have learned with great satisfaction of the sound-deadening value of an undercoating job. Pebbles kicked up by tires no longer play an unwholesome symphony. The stones merely thud against the underside of fenders and body and then are heard no more.

*So much service
— So little effort*



TORNADO®

VACUUM CLEANING



TORNADO.

AUTO VAC—MODEL 180

- ★ More Working Power: sucks in dirt at 277 m.p.h.
- ★ Lasting Quality: many Tornados still in use after 20 years of service.
- ★ Better Economy: the only quality machine sold at a bargain price.

It takes just 10 seconds to vacuum the front floor of a car—less time than cleaning a dirty windshield—yet this little service will pay off in double, even triple, gas gallonage for you.

And when you use Tornado Auto-Vac with its powerful suction—"once over" does the job completely.

A Tornado on the island or in the wash rack is the biggest, yet easiest service you can offer your customers, and brother, it brings 'em back again and again and again.

WRITE FOR BULLETIN 601 TODAY

BREUER ELECTRIC MFG. CO.

5130 NORTH RAVENSWOOD AVENUE

CHICAGO, ILLINOIS



FIRST

FACTORY APPROVED METHOD

OF REPAIRING TUBELESS TIRES ON THE WHEEL

BOWES SEAL FAST PLUG-IT Tirepair Kit

Yes, you can easily repair most punctures in the new tubeless tires *without even taking them off the wheel*. Simple to use. Just press gun nozzle down over the puncture and turn the handle. Puncture is filled with PLUG-IT gum rubber.

PLUG-IT Tirepair system provides double protection from punctures. Stops air leak from the inside, protects cords from moisture and dirt from the outside. Used and approved for service by leading manufacturers of tubeless tires.

Also An Indispensable Aid In Standard Tire Service



"Always fix the casing too, even nailholes!" . . . It's essential service to prevent blowouts and save tires, and also a fine way to make extra profits. PLUG-IT Tirepair Kit enables you to handle those "minor" tire casing troubles—with minimum time and effort.

PLUG-IT method effectively seals nailholes on the tread and many other small breaks . . . also makes a good repair for loose cords inside casings. Easy to use, injects PLUG-IT gum rubber into the break under pressure for a quick, complete, repair. Drop us a line today—your Bowes Distributor will bring you full information without obligation.

BOWES "SEAL FAST" CORPORATION, INDIANAPOLIS 7, INDIANA
BOWES PACIFIC CORP., RIVERSIDE, CALIFORNIA

John Raine Announces New Virginia Group

JOHN E. Raine, formerly general manager of the Automotive Trade Association of Virginia, announced last month the formation of the Virginia Automotive Association. Car dealers were invited to become charter members. Others invited are used-car dealers, finance and insurance companies, oil companies, jobbers and other allied trade lines.

"The functions of the Virginia Automotive Association are to do everything in its power to improve conditions within the automotive industry whereby the interests and welfare of its members will be protected and preserved," an announcement said.

Services to be offered would include a newsletter, legislative representation, taxation and labor relations studies, group insurance, motor-vehicle statistics and others. The VAA would hold annual conventions.

Frank Collins Named By Ford Dealers

FRANK Collins, Loyal Motor Co., Georgetown, S. C., has been named as president of the South Carolina Ford Dealers Club. Other officers chosen include: H. M. Kirkpatrick, Great Falls, vice-president; Bedford King, Inman, secretary, and Bill Fox, Summer-ville, treasurer.

Collins was presented a gift of silverware in recognition of the work he has done in the club for the past several years and for acting as host to the club and its guests at its annual spring meeting each year in Georgetown.

Powerglide Sets Record

Chevrolet in 1953 will be the first company in the automobile industry to equip more than half a million of its cars with automatic transmissions in a single year, T. H. Keating, general manager of Chevrolet Motor Division, reported last month.

Atlantians Study Dynamometer

A discussion of dynamometers and an actual demonstration by Asa T. Bearse, Jr., regional service manager for Clayton Manufacturing Co., highlighted the November meeting of the Fleet Superintendents Association of Atlanta, Ga.

CHECK THESE NEW PROFITS

MONROE

Direct Action Hydraulic

POWER-GUIDE

(TRADE MARK)



The Only Power Steering You Can Install in Your Shop! Surest, safest, simplest, Monroe Power-Guide makes possible the installation of power steering in cars after they leave the factory . . . an exclusive Monroe feature. Monroe Power-Guide has fewer parts than any other power steering. Valve and cylinder are contained in one compact unit which replaces the original drag link . . . any competent serviceman can make the installation in about four hours. An excellent profit on every Power-Guide sale. Become power steering headquarters in your area. Write, wire or phone, today! Monroe Auto Equipment Co., Monroe, Mich.—World's Largest Maker of Ride Control Products.



SUREST

SAFEST

SIMPLEST



COMPLETE CONTROL — Monroe Power-Guide gives you the "feel of the road" at all times, yet absorbs road shock, eliminates wheel fight. Reduces nervous and muscular fatigue to absolute minimum. — leaves you relaxed, rested after day-long trips.



NEW SAFETY — Monroe Power-Guide gives you new safety on soft shoulders, through gravel or sand, mud or snow. Holds car's course true in heavy cross winds. Blowouts, too, are robbed of danger when car is equipped with Monroe Power Steering.



EFFORTLESS PARKING — Monroe Power-Guide takes the work out of parking. Three pounds pressure on steering wheel applies 750 pounds to front wheels. This permits turning wheels easily even when car is standing, for easy, effortless parking.

GOT A GOOD \$7 IDEA?

will be paid for every time - saver or shop short - cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Automotive Journal, 806 Peachtree St., N. E., Atlanta 5, Ga.

Tightening Signal Lever On Late-Model Olds

TO TIGHTEN the signal lever brackets on late-model Oldsmobiles without removing the steering wheel, try this method:

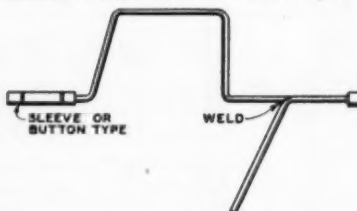
Remove horn button ring and pull out horn contact in steering wheel. Turn wheel until horn contact hole aligns with screw below. Using a screwdriver through this hole, you can tighten the screw.—
V. F. McCarter, service manager,



Good Motor Company (Oldsmobile-Cadillac-GMC), Rock Hill, South Carolina.

Making Spinner Wrench From Lug Wrench

A SPINNER-TYPE wrench can be made easily from the type of lug wrench that is sometimes furnished with new cars. Use a speed



wrench approximately the same size as the lug wrench, welding as shown in illustration.

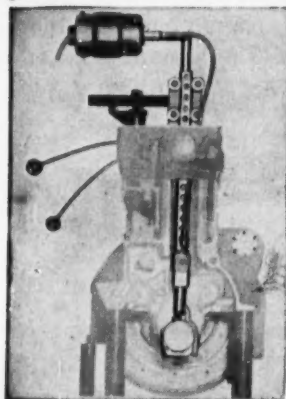
The idea can be worked out several different ways, such as short extension with lever welded on or for use with regular tool set — *J. F. Kolb, 904 Pennsylvania Avenue, Leavenworth, Kansas.*

Stopping Brake Leaks On Ford Trucks

WE HAVE had some complaints on fluid leakage out of the rear wheel cylinders on 1948-51 Ford F-7 and F-8 series trucks. These trucks carry dual rear wheel cylinders. After replacing all the cylinders with new ones, we had to replace them again, at our ex-

IN THE BLOK

Crankshaft Grinding is FAST-ACCURATE-PROVEN!



WI-TO-CO OVERHEAD
GRINDER

The IN-THE-BLOK Crankshaft Grinder is a dependable precision tool for grinding rod journals without removing the crankshaft from the engine. With it you can do accurate work, quickly, at a reasonable price and with good profit. Grinder complete in carrying case with stabilizer and rear wheel drive — \$446.34. Lathe attachment for using grinder in lathe to grind both main and rod journals — \$46.29. Crankshaft Grinding Stand with electrically operated reversing transmission. Stand only — \$770.09. Complete with 2 grinders and one drive — \$1423.54.

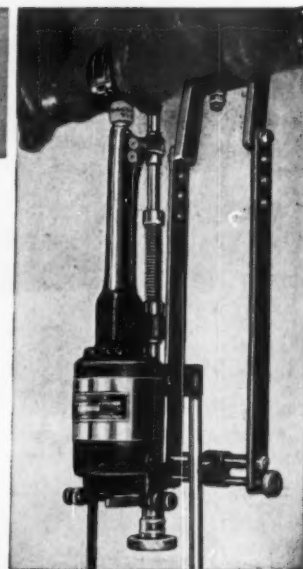
The new WI-TO-CO Overhead Crankshaft Grinder grinds all journals through the cylinder hole from the top. It is not intended to take the place of the IN-THE-BLOK grinder but rather to be used for the front throws on late models where obstructions prevent, or make difficult, grinding from below. Price \$668.95.

The new WI-TO-CO Fly-Wheel Drive bolts on in place of the starter and drives the motor on any Dynaflo, Hydromatic, etc., Priced \$83.95.

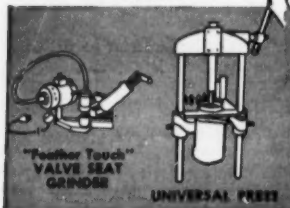
Export office: 238 Main St.
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WINONA TOOL MFG. CO.

WINONA, MINN., U. S. A.

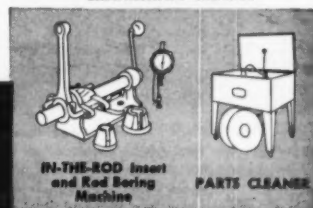


IN-THE-BLOK
CRANKSHAFT GRINDER



"Feather Touch"
VALVE SEAT
GRINDER

UNIVERSAL PRESS



IN-THE-ROD Insert
and Rod Boring
Machine

PARTS CLEANER

pense, two or three times. This was expensive for us and annoying for the owner.

We have found that when overhauling or replacing these wheel cylinders we can cure this trouble by installing cup expanders inside each cylinder hydraulic washer. It seems that the rubber washer relaxes, allowing fluid to escape. The washer expander (a small spring brass cup-like disc) prevents the washer from relaxing and allowing fluid to escape. These washers may be obtained from any wholesale parts jobber. They have been a real money saver to us.—D. W. McGill, manager, service department, Malone Motor Company (Ford), Dothan, Alabama.

Fixing Stripped Threads In Steering Wheels

ON SOME cars, especially Ford products, there are two holes in the steering-wheel hub, tapped for 5/16 x 24 cap screws. In attempting removal of the wheel with a wheel puller, these threads may be stripped, rendering the puller useless.

It is often possible to repair the threads by using a 3/8 x 16 taper tap to get a start and enlarging the hole. Then follow it with a bottoming tap of the same size to carry the thread to the bottom of the hole. On some pullers, it may be necessary to enlarge the slot or

hole in the puller to accommodate the larger cap screw.—Lynn F. Snoddy, 1622 Vivian Street, Shreveport, Louisiana.

Removing Dodge Engine With Fluid Drive

TO KEEP from removing front fenders or flywheel housing with Dodge Fluid Drive engine, which would require pulling engine out almost vertically, remove the six bolts holding engine to flywheel housing and the eight nuts

which hold the Fluid Drive unit to crankshaft, leaving the flywheel, Fluid Drive unit and transmission intact. Only the radiator need be removed and engine will lift straight up.

Dowel pins in the motor block will help line up when engine is reinstalled. Marking the two narrow studs on Fluid Drive unit and the two narrow holes in the crankshaft will also help.—Woodrow L. Robertson, Cobb Motor Company (Dodge-Plymouth), Fayette, Alabama.

Too Hot to Handle? They Think So!

Several readers have written SAJ about the Time Saver in the November issue telling how to make a battery remover from battery cable and two washers. They pointed out that use of the remover on live batteries would give the mechanic a shock. They were so right!

While it was not mentioned in the Time Saver, the assumption was made that mechanics would know to use this tool in removing dead batteries only.

The editors regret that this was not brought out clearly, but it warmed their hearts to have readers write in so promptly about this "hot" subject.



This handy Herbrand Kit No. OS-4 consists of small pliers, screw driver, and adjustable wrench in pliable plastic pouch. Weighs only 4 ozs. complete. Measures 3 1/4" x 5" when closed. Slips easily into pocket. Tools are forged from triple alloy steel, expertly balanced, and carefully finished.

Ideal for shop, home, office, or store.

Mechanic's Net \$4.40

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for December

Herbrand Tools

Fremont 8, Ohio

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Here's the perfect gift idea for Christmas. Gift Certificates are available in any denomination — right from your Herbrand distributor. Certificate holders can then choose any of the wide range of Herbrand tools they really want.



Chrysler Answers

(Continued from page 31)

dealer build-up program you may well see some Chrysler or DeSoto dealers taking on the sale of Dodge trucks in spots where there are no Dodge dealers.

I have heard that an invasion of deer at your new proving grounds near Ann Arbor, Mich., is seriously interfering with your car-testing program. Can you tell us if that is so?

No, that is exaggerated. There

has been a good deal of discussion about the deer, and Jim Zeder and the boys have told me that there are a number of deer loose out there. And they are a danger. They are a problem. But we have worked out something with the Michigan State Conservation Department where we can go in there with some three or four fellows to try and kill the deer.

With all these rumors about mergers going on, has the corporation given any thought to, or have they been approached by, any one

of the independents to take them on?

I can't answer that question here. I do not think that is the kind of question we ought to deal with in a meeting of this kind. I am sorry.

Last year at this time, Mr. Colbert, you said that Chrysler was not interested in a horsepower race. Now we see a 235-hp Chrysler.

I said last year, and I say again this year, we are not interested in a horsepower race. Now, by increasing the horsepower of our Chrysler engine from 180 to 235, we are not going for speed. We are going, however, for safety in our cars, which we have always been for. We are going for maneuverability and we are going for acceleration at a time when you need it, which means safety.

Speed Isn't the Reason

By increasing our horsepower from 180 to 235 in certain models of our cars, where you can have it if you want it, we increased the speed of our cars only about seven per cent. This increase in speed, I will grant you, is unnecessary. The cars already will outrun anything on the road now by 15 or 20 miles an hour, so we were not trying for a speed increase. But, by the same token, our safety increases. The maneuverability and acceleration features which are important to safety also increase. With our new PowerFlite transmission, plus the 235-hp engine, we raise our maneuverability and acceleration almost 25 per cent. That is important. It is not a dangerous thing; it is a safety feature.

K. T. Keller (chairman of Chrysler's board): May I add to that? Air-conditioning is coming in quite strong. It takes considerable horsepower to run a good air-conditioning unit and we have to get that out of the engine, too.

What would you say is the limit that you expect to go in horsepower?

I wouldn't care to say what the limit is. The limit right now is 235. That is what we have announced for 1954, and that is the limit for the time being. We could go considerably higher than that, as you know. We had one engine up over 400 horsepower in that same model.

As far as Chrysler is concerned, what is your opinion of the sports car market?

The sports-car market, as a mar-



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Service Merchandiser
and 9205 "Low Boy"
Service Merchandiser.

BE SURE TO SEE OUR DISPLAY IN MIAMI
JANUARY 9 thru 13 ... BOOTHS 19-20-21

Customer labor has increased greatly. Owners are highly pleased with car operation after Carbon Blast tune-up. Our unit has already paid for itself after six weeks.

George Cianfani, Service Manager
Dahlgard Buick Corp., Flushing L.I., N.Y.

We have two of your "Head-On" Carbon Blasters in our service department. I am very proud to take a customer out in his car after removing the carbon with this machine. We make a very nice profit, and we make our owners happy.

Fred Brown, Service Manager
O'Daniel Rones, Inc., Evansville, Ind.

We now have two Kent-Moore Carbon Blasters... We estimate these machines have increased our service profits by \$2,000.00 annually

Orbie Woods, Service Manager
Brace Motor Company, Kansas City, Mo.

We have had the Kent-Moore "Head-On" Carbon Blast in operation for a period of eight months and within that time we have increased our customer labor sales to a new high. The Carbon Blaster has paid for itself many times over and has proven to be the biggest profit maker of any piece of equipment in our Service Department.

Bob Massip, Service Manager
Krieger Motor Company, Lodi, California

We used the Carbon Blast machine on one of our customers cars and he was so enthused he came back a few days later to tell us that he had raised his gas mileage two miles more per gallon. This is just one of many satisfied customers out of a hundred we have completed.

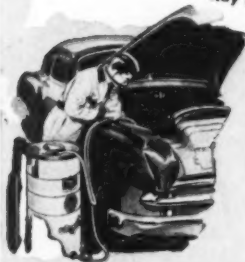
Jack Milliron, Service Manager
Bailey Buick, Inc., Cleveland, Ohio

The Carbon Blaster is one of the most profitable new equipment items we have purchased for some time. ... could hardly get along without it.

Frank Hull, Service Manager
Ray E. Weaver, Pittsburgh, Pa.

The machine has cut our man hours on each job in half. Our customers are pleased with the work, and our Mechanics are happier since, with the aid of the machine, their pay envelopes are considerably higher.

T. H. Poe, Shop Foreman
Triangle Motors, Dallas, Texas



Here's what users are saying about their "Head-On" Carbon Blasters... the amazing new machine that "blast-cleans" combustion chambers... restores "lost" engine power. If you're not equipped to perform this profitable new service get in touch with your nearest Kent-Moore Distributor today!

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ket for volume, we do not think it exists. Now, Chevrolet and Ford are both going in the sport-car business. Chevrolet is going to build 10,000 cars. Ford, which you will hear about later, is going to build 15,000 sports in 1955. This undoubtedly has advertising merit and value. But this is not a big field for a big volume, as I see it. Chevrolet and other General Motors divisions are in it for the glamor and the advertising that goes with it. Ford wanted to have a sports car inasmuch as Chevro-

let had one. That is about the way it looks to me. When you look at the limited number they are planning on building — 10,000 and 15,000 — you can see that neither do they figure on it as a big-volume field.

V. M. Exner, our director of styling, has been designing special experimental automobiles, and he has turned his designs over to Ghia, the Italian body-builder. We have about six cars which we have shown one at a time, starting with the K-310 and the C-200 which



William F. Gaunitz (left), president of Associates Investment Co., South Bend, Ind., received the "Oscar of Industry" award for the best annual report in the financing field from Weston Smith, originator of the competition, in New York recently. Gaunitz has addressed several state automobile dealer associations in the South.

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were shown to you gentlemen and the public generally all over the country. I think it is pretty well known that we are wise at Chrysler to the fact that the sports car is an attractive automobile. If it ever got around to the point where there was a volume market, and we felt we were falling behind by not building some sports cars, then we would take another look at the practicability of building a few thousand of them. But, as a mass market, a big volume market, I do not see it at this time.

Does that mean you do not intend to build that Dodge sports car that is downstairs? (See page 48.)

We do not intend to build it in volume, but I think if anybody wanted to buy one or ten of those cars, and was willing to wait a few months, then we could work with Ghia and get them for him. It would cost some money. But we do not intend to build 10,000 or 15,000 and go into mass production, if you call that mass production, of that Dodge sports car.

Do you have any price on it?

No, we haven't set a price.

What about plastics? Are you working with plastics?

You bet your life we are working with plastics. We have a whole division that is working on plastics. If you ask me if we are interested in plastic cars for 1954 and 1955, then the answer is "no." There isn't anything that has shown up yet that will indicate plastics are going to replace steel in the body of automobiles. But we are interested in the field of plastics and are working diligently keeping up

with what is going on in the plastics field.

How many units of air-conditioning did you install in Chrysler Corp. cars this year?

Several thousand. I don't know the exact number.

Is that more or less than you anticipated?

It is more than we anticipated. We increased original schedules from 1,000 to 2,000, then to 3,000, as I recall it. That is more than we anticipated when we started out last spring.

If you could get your air-conditioning production to two or three times what it was in 1953, would there be a possibility of a small price reduction?

I don't know about a price reduction. You are dealing with so many intangibles there. I don't see how, as long as these labor costs go up, that you can figure on a price reduction. We are talking about reduced volume next year, not increased volume, except in air-conditioning. We do expect to have a substantial increase in our air-conditioning business next year, but how that is going to affect the prices on air-conditioning units, I am not in a position to say now.

There has been a lot of talk about large dealer turnover. Do you anticipate a large dealer turnover in the future?

Our dealer turnover is not as high as that of some of our competitors at the present time. However, there is a very large number of dealers who have made a large amount of money out of the automobile business and are not willing to take on the competition that is with us now.

And there is another group of dealers — new dealers since World War II — constituting more than 50 per cent of the dealers in the country, and those fellows have never been through competition. It has been pretty rough the last six months or the last year. It is going to get a lot rougher. And how those fellows are going to stand the roughness, I don't know. They have never been tested. They are the young fellows who have made a lot of money in the last five to eight years. So I don't think it is possible to forecast how they are going to stand the competition. But, there is one thing sure, the competition is here. It is going to get more intense, whether you like it or not. If you are so old that you don't like it, or if you are too young that you haven't learned to like it, you'll have trou-

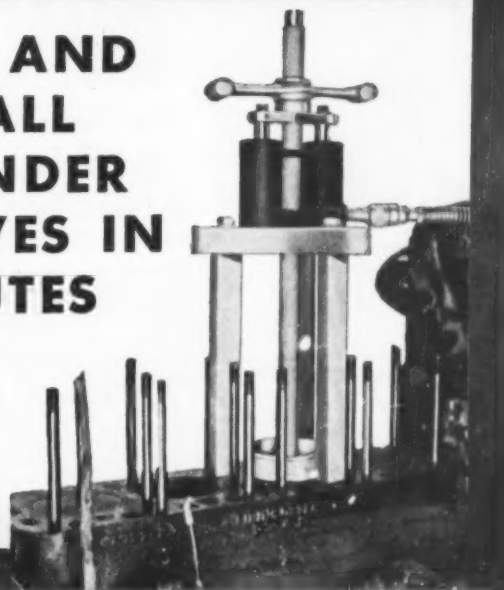
ble. But, if you do like it, you are going to enjoy it.

Are you finding that there is plenty of money available for the replacement of the volume dealer, or is the money market tightening for the replacement of a big dealer?

I think there is money available for dealerships, plenty of it available. There are so many people, with a lot more money than we ever had in this country before, and those fellows are looking around for a place to invest that money.

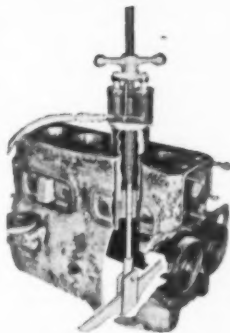
Where you have one of these older dealers who decides to pull out for any of a dozen reasons which we cannot argue about, there are other dealers that are available to replace him. One of the things you see now is dealers switching around from one company to another. You will have one of our dealers who is a well-established dealer, and is known to have a good profitable dealership and there will be two or three dealers in the same town from competing companies who will want

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Removing Sleeve . . .
Note cylinder studs need not be removed.

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Installing Sleeve . . . Also can
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Now do four or five sleeve jobs in the time it took to do one—with the 17½ ton Hydraulic Sleeve Puller and Installer. You can install either wet or dry sleeves in minutes. Operates on over 350 makes and models of trucks, tractors, power units and buses. Fully adjustable to provide clearance regardless of number or position of cylinder head studs. Centers tool accurately over bore. Removes or installs sleeves from 3" to 9" without damage or distortion.

Booklet describes complete line
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that deal. But we are trying to go very slowly and pick out the best prospects. We are not rushing to replace these dealers who are passing out of the picture for one reason or another now.

Do you see any possibility of a return to "junk" allowances next year?

I don't think we will have it. That thing was entered into some years ago, as you remember; and it turned out not to be a practical thing. It was very difficult to handle. It required a lot of polic-

ing on the part of the factory. It was uneconomic to begin with, and I guess that is the reason, probably, that it was so difficult to deal with. Because, after all, if you determine arbitrarily to throw something away that has economic value, you are on the wrong foot right at the beginning. That, in itself, makes it difficult to deal with.

As I remember the figures, there will have been 3,500,000 or 3,800,000 passenger cars junked in the United States in the normal course of events in 1953 — maybe 4,000,-

000 of them, and somewhere in the neighborhood of 800,000 trucks. The suggestion is that if you make some sort of arbitrary determination to junk quantities of used cars, it would relieve the competitive situation and make it easier to do business. But when you do that you are depriving some people of the only kind of transportation they can afford. So that is why I do not think there is very much interest in this procedure in the industry today.

General Motors Issues 25-Year Debentures

GENERAL Motors Corp. has announced the issuance of \$300,000,000 of 25-year debentures. The proceeds from the issue will be used in part toward financing the corporation's program of capital expenditures and in part for working capital.

General Motors last offered its securities to the public in November, 1946, when it sold \$100,000,000 of \$3.75 preferred stock. The corporation itself presently has no funded debt outstanding, it was stated by Harlow H. Curtice, president, and Alfred P. Sloan, chairman of the board, in making the announcement of the new issue.

Houston Trimmers Elect Caldwell as President

DAVID D. Caldwell has been elected president of the newly-formed Automotive Trimmers Association of Greater Houston, Texas. Membership is now 25 and is eventually expected to reach 40, Caldwell said.

Other officers include: Howard Miller, vice-president; Mrs. Agnes Collins, secretary-treasurer, and Harold Tibbs, Clarence Wiggle, Jack Barnes and John Jamieson, directors.

Safety Committee Names McDermott of Tulsa

TOM P. McDermott of Tulsa, Okla., has been appointed to the national Inter-Industry Highway Safety Committee, according to an announcement by W. F. Hufstader, chairman of the committee and vice-president of General Motors.

McDermott is a Dayton Rubber Co. dealer in Tulsa and the newly-elected president of the National Association of Independent Tire Dealers.



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It's MONEY to YOU and to your customer when you install the National Drive Shaft Bushing & Seal Assembly. Exclusive features make possible quick, high-quality repairs at low cost.

Saves buying a NEW drive shaft because you RE-USE the old one... the new, greater bearing surfaces of this assembly use the unworn part of the old drive shaft. Repair can be made in 1 hour, without disturbing rear axle. You can restore cars & pickups to their original fine operating condition... models as far back as 1930. You can restore the inventory value of your own cars at least cost.

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- Insures minimum drive shaft whip, vibration and noise caused by loose bearing.
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The New "Special Model" M-104 and M-106 Bushing & Seal Assemblies, Make Possible Multiple Repairs with Original Shaft On Both Standard Transmission & Power-Glide Models!

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Chargers, stock boosters, display
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literature, manuals, newspaper ads
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TRI-LOY** is an exclusive new PRICE formula, produced in our own smelting plant, that is now used in casting all Thor grids. It increases battery life by 50% or more because it prevents corrosion caused by over-charging ... the greatest single cause of battery failure today.

COLEDOX* is another exclusive PRICE development. This special oxide yields higher capacities, increases shelf life and improves zero starting by 20% or more.

DOUBLE INSULATION: Top lines in all groups of Thor Batteries are double insulated with high grade wood separators and glass fibre retainer mats, which greatly prolong battery life.

IMPROVED CONTAINERS: The latest types of hard rubber and plastic containers are available. These provide maximum protection against heat, cold, vibration, impact, leakage and acid corrosion ... greatly increasing battery life.

NEW CELL COVERS: Developed and produced by our own Rubber Division, they insure the greatest possible resistance to breakage.

NEW SEALING COMPOUND: The same compound developed for and specified by the Armed Services to withstand extremes of both heat and cold.

SPECIAL GRID FEET: These provide extra space below the grids to safeguard against premature failure from short circuits.

Are you getting these top quality features from your present supplier? Get the complete facts about the famous Thor line ... backed by 35 years of experience in building fine batteries. Write today.

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35 Years Experience in Building Highest Quality Batteries

You Can Keep Up to Date! Send in the Card for . . .

- more information about NEW PRODUCTS on following pages
- copies of these new FREE CATALOGS AND BULLETINS

101 WHITE FOR CURTIS LITERATURE ASSEMBLY KIT C-6 — Gives full information on Curtis Air Compressors, Curtis Car Washers and Curtis Auto Lifts. Curtis Pneumatic Machinery Division of Curtis Mfg Co., 1938 Kienlen Avenue, St. Louis 20, Mo.

103 FOUR-PURPOSE AUTOMOTIVE CLEANER — 12-page booklet on Oakite Penetrant describes safe, economical way to (1) degrease engine parts, blocks, transmission and differential parts; (2) clean radiators and water jackets; (3) steam detergent method of cleaning chassis, motors, underparts; (4) clean floors, grease pits, areas around lifts — all with one four-purpose cleaning material. Oakite Products, Inc., 52F Rector St. New York, N. Y.

105 WAGNER AIR BRAKE AND ROTARY AIR COMPRESSOR BULLETIN — Discusses in detail straight air and air-over-hydraulic air braking systems. Contains an explanation of the operation of the Wagner Rotary Air Compressor complete with diagrams, cross section drawings, and photographs. Lists by catalog numbers component parts as well as field installation kits. Write for Catalog KU-201, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

107 HOW PYROIL PROTECTS — A pamphlet describing in detail the way in which Pyroil protects the moving parts of engines. Pyroil Co., 122 Main St. La Crosse, Wis.

108 ATTRACTIVE FOUR PAGE FOLDER — showing specifications for several models of Oakite solution — lifting steam guns. Includes all purpose, heavy duty with high pressure air or steam. Oakite Products, Inc., 52F Rector St., New York, N. Y.

109 AMMCO HONING, ENGINE RE-BUILDING, AND BRAKE SERVICE TOOLS AND EQUIPMENT — Catalogs describing the Ammco line of Wet and Dry Pin Fitting Honing Machines, Brake Shoe Grinders, Brake Drum Lathes, Brake Shoe Setting Gages, Brake Drum Micrometers, Brake Cylinder Hones, Con-Rod Aligners, Main and Camshaft Bearing Boring Machines, Ridge Reamers, Cylinder Hones, Surfacing Hones, Torque Wrenches, Small Bore Hones, Tappet and Rocker Arm Grinders and other tools. Ammco Tools, Inc., 2110 Commonwealth Ave., North Chicago, Illinois.

110 THE PERFECT CROWN — Earle Estes Mfg. Co. is offering a 4 page booklet in color illustrating and describing how the CROWN original valve pad SILENCES clicking noise and LUBRICATES rocker arms in all valve in head engines. Earle Estes Mfg. Co., Union City, Ga.

113 FEATHERTOUCH — colorful catalog sheets showing, with complete specifications, the "Feathertouch" valve-seat grinders, "Intheblok" valve grinder, Universal Press and many other Winona products. Winona Tool Mfg. Co., Winona, Minn.

114 AUTOMOTIVE MAINTENANCE TOOLS — New OTC Bulletin A-47 shows the easy, SAFE way to handle many automotive repair "tuffies" — such as pulling bearings, bearing races, fan pulleys, axle shafts, pinion shafts, stub pinions, etc., without damage. Shows many new OTC Special Tools designed to make life more pleasant for mechanics. For a free copy, write to Owatonna Tool Company, 334 Cedar St., Owatonna, Minn.

115 THREE SERVICE MANUALS — covering service operations on International Trucks, Diamond T trucks, and Four Wheel Drive Trucks. Illustrates tools in action. Owatonna Tool Co., 334 Cedar St. Owatonna, Minn.

117 SCHWAIGER'S NEW CLAMP LOCK NUT will hold like welded on old worn-out threads. It has been tested to stand 50 tons pressure. Can be removed without injury to threads and used over and over. You can get exact adjustment to bearing since no key is needed. Tapered thread locks the nut. Schwaiger Mfg. Co., P. O. Box 154, Cullman, Ala.

118 IDLER ARM ADJUSTER — Descriptive literature about the D & V idler arm adjuster for center point steering assembly on 1949-52 Chevrolets. Eliminates front-end noise, excessive wear on steering assembly, road shock and car weave caused by worn idler arm. D & V Mfg. Co., 1953 Bessemer Road, Birmingham, Ala.

119 RAMCO SERVICE MANUAL — 5th edition. Illustrated. Gives complete data on piston ring installation — also hints on locating engine trouble — Causes of oil loss — pitfalls of motor-overhauling and how to overcome. Ramsey Corp., 3698 Forest Park Blvd., St. Louis 8, Mo.

120 SAMPLE FABRIC BOOK — (Jobbers Only) of the Horeco plastic coated fabrics for custom seat covers. Waterproof, stainproof and flame resistant, they are available in wide variety of colors. Hodgman Rubber Co. Framington, Mass.

123 PERMATEx TOON-OYL is a scientifically developed product. It is a combination engine-carbon solvent, sludge preventative and film pressure-resistant. Its use produces smooth engine operation and gives protection against the formation of acid sludge and film breakdown. Permatex Co., 1720 Avenue Y, Brooklyn, N. Y.

124 McCORD RADIATOR-CORE CATALOG — Replacement radiator cores for popular cars, trucks and tractors are listed in alphabetical order, along with a size chart showing dimensions of McCord cores. It also lists complete radiators for Ford and Chevrolet. McCord Corp., 2587 E. Grand Blvd., Detroit 11, Michigan.

125 STANDARD DUTY GENERATOR REGULATORS — A 16-page 8½ x 11 inch booklet covering the operation and maintenance of Delco-Remy regulators. (62 pictures) Contains illustrations showing various steps of adjustment. Will help automotive electricians understand and service regulators. Delco-Remy Service Department, Anderson, Indiana.

127 HYDRAULIC BRAKE FLUID SERVICE — HOW TO CHECK, DRAIN, FLUSH, REFILL, BLEED — Easy reference book that contains helpful service instructions as well as detailed descriptions and illustrations of the latest methods and procedures for profitably servicing hydraulic braking systems. Send for Bulletin HU-17H, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

128 FREE SHOP AID — "Quick Check Tips No. 1" tells how to spot and correct trouble in the electrical circuit in minutes. Arrow Armatures Co. Box 1428, Spartanburg, S. C.

133 SUPPLEMENT NO. 2 FOR CATALOG NO. 500-E — Features more

than 200 Champ-Item automotive replacement parts for all makes of cars. A handy service book. Champ-Items, Inc., 6190 Maple Ave., St. Louis 14, Mo.

134 STREAMLINER CATALOGS on Moog Coil action front end parts, coil springs, chassis parts and electrically heat-treated springs for cars and trucks. Moog Industries, Inc., 6651 Easton Ave., St. Louis 14, Mo.

135 HYDRAULIC BRAKE SERVICE INSTRUCTIONS AND MAINTENANCE HINTS — Explain fundamental principles of hydraulic brakes and their operation. Outlines correct procedure for brake inspection and adjustment. Gives cause and remedy for common brake troubles. Ask for HU-197, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Mo.

136 McCORD MUFFLER CATALOG — Contains a complete listing of muffler, tail and exhaust pipes and merchandising suggestions on how to make more money replacing mufflers and pipes. McCord Corp., 2587 E. Grand Blvd., Detroit 11, Mich.

137 DELCO-BEMY ELECTRICAL SERVICE — A 20-page 8½ x 11-inch booklet covering essential steps in servicing the electrical system on an automobile. Profusely illustrated (84 pictures). A must for the automotive electrician. Delco-Remy Service Department, Anderson, Ind.

138 SPARK PLUG SPECIFICATION CHART — Covering all types of installations, designed to hang on wall, includes correct procedure on installing and servicing spark plugs. Merchandising Division, Electric Auto Lite Co., Toledo, Ohio.

140 PRESSURIZED COOLING SYSTEM — Servicing and maintenance of the pressurized cooling system is detailed in a booklet available from Stant Mfg. Co., 1620 Columbia Ave., Connersville, Ind.

141 NEW PISTON RING CATALOG and full Power Story on Moog X-Pistons Piston Rings for motor reconditioning. Moog Piston Ring Co., 6651 Easton Ave., St. Louis 14, Mo.

142 "CATALOG NO. 52E" — The complete line of Ignition Parts of the Andrews Mfg. Co. 924 S. Theresa Ave., St. Louis, Mo.

143 NATIONAL MACHINE LINE — New, fully illustrated pamphlet describing function and construction of National Drive Shaft Bushing and Seal Assemblies, Universal Joint Ball Housing Kit, Transmission Case Ball Seat and Coleman Steering Comperator for Chev. Cars & Pickups and most GMC Pickups. Special Pinion Bearing Assembly for most Chev. Buick, Olds and Pontiac models. National Machine Works, Inc., 1809 S. Broadway, Oklahoma City 9, Oklahoma.

145 HOW TO SOLDER — 16 pages of practical hints on soldering. Non-technical and designed to assist with every day soldering. Federated Metals Div., 120 Broadway, New York 5, New York.

150 ELECTRIC POWER DRIVE — Bulletin DH 397 contains complete information on the New Manley P D-3 electric power drive which now requires no power take-off. Gives the operator a movable push-button control make a safe easy one-man job of tough hoisting operations. Manley Div., American Chain & Cable, York, Pa.

153 SERVICE MANUAL THE SPARE-PLUGS and how to properly service them is completely described in the new **SERVICE MANUAL No. 7K** now offered by Champion Spark Plug Co., 990 Uptown St., Toledo, Ohio.

154 V-C CLEANERS — Complete information on the new improved V-O line of cleaners. Includes V-O SIF (heavy-duty steam cleaner), V-O TUFF (heavy-duty concrete cleaner), V-O ROY (concrete cleaner), V-O CEL (water conditioner). No cost or obligation for the complete Virginia-Carolina informational literature. Virginia-Carolina Chemical Corp., Chemicals Division, 401 East Main St., Richmond, Va.

162 WILLARD STORAGE BATTERY CATALOG — Complete technical specifications for storage batteries for every application. Liberally illustrated. Replacement information. Explanation of battery construction features. Willard Storage Battery Company, 246 E. 191st St., Cleveland 1, Ohio.

163 COMPOSITE SERVICE TOOL GUIDE — Kent-Moore Organization offers, without obligation, a comprehensive time-saving Tool Guide. Contains special tools you need to perform specific operations for which no adequate standard tool exists. Kent-Moore Organization, Inc., 5-106 General Motors Building, Detroit 2, Michigan.

164 AIRTEX FUEL PUMPS AND ANTI-PULSATION GASOLINE FILTERS — New and Rebuilt Fuel Pumps, Combination Fuel and Vacuum Pumps, Repair Kits and Anti-Pulsation. Catalog AX64, Airtex Automotive Division, Inc., Fairfield, Ill.

165 MANLEY AUTOMOTIVE SERVICE STATION EQUIPMENT CATALOG — Describes the new WC-3PD 3-ton Wrecking Crane with electric power drive and other items in the Manley line including 4-ton and 8-ton wreckers, hydraulic presses, service jacks, motor stands, floor trestles, auto trestles, and tire spreaders. Manley Division, American Chain & Cable Company, Inc., York, Pa.

167 TOOL CHEST BULLETINS — Descriptive literature of the Hoot tool chest and cabinets including the Hoot Porta Cab designed for you to have rolling storage for tools. Hoot Mfg. Company, 567 N. Whiskey Ave., St. Paul W4, Minn.

169 WILLARD SERVICE EQUIPMENT — Charging Equipment, Parts, Service Accessories, Service Tools, Testing Equipment. — WILLARD STORAGE BATTERY COMPANY, 246 E. 191st Street, Cleveland 1, Ohio.

172 WILLARD BATTERY BATTERIES — "A", "B", "C" Power Packs, "A", "B", "C" Batteries, "C" Batteries, General Purpose Battery, Portable Lantern Batteries, Radio Storage Batteries, Interchange Data. Willard Storage Battery Company, 246 E. 191st St., Cleveland 1, Ohio.

173 HYDRAULIC PARTS — Complete master catalog of the complete line of Eia hydraulic parts. Lists and illustrates the complete line of repair kits, hoses, stop-light switches, brake-master and wheel assemblies. Information complete up to 1955. Eia Automotive Corp., Middletown, Conn.

178 BORE JOBS CAN BE QUALITY ALWAYS — So says Stadoll Manufacturing Co. in a Bulletin they have for every boring bar user and engine rebuilders generally. They say tool sharpness is and has always been the answer. Stadoll Manufacturing Co., El Monte 4, California.

180 THE LAMSON NO. 50-A AUTOMOTIVE CATALOG — A complete reference book on the most popular sizes of cap screws, nuts, lock nuts, cotter pins, stove bolts, lock washers, flat washers, expansion plugs, studs, starter bolts, and washers, ring gear, rivets, tractor bolts, high nuts, U bolts, rods, spring clip and spring tractor bolts, battery bolts, license plate bolts. List prices, weights, dimensions, and package quantities are given. The Lamson & Sessions Co., 1971 W. 85th St., Cleveland 2, Ohio.

183 AUTOMOTIVE LIGHTING SERV. FOR MANUAL (AM584) — Contains market facts and figures — diagrams showing new car installations — selling tips to increase sales — photos and illustrations of the proper placement of bulbs in different car

models — tables showing lamp types and size, demand by month. Westinghouse Lamp Division, Bloomfield, N. J.

184 AUTO BULBS FOR CARS, TRUCKS & BUSES (AM-1144 & 1155) — Charts giving valuable bulb replacement data. Suitable for wall charts & tables which bulbs go where including those with the new 15 volt systems. Westinghouse Lamp Division, Bloomfield, N. J.

185 SERVICE MANUAL FOR THE DOCTOR OF MOTORS — A comprehensive and thorough reference book which puts special emphasis upon the diagnosis of excessive oil consumption and the proper procedure for piston ring installation. It includes special instructions to follow when working upon certain makes and models of cars, a listing and description of recommended ring tools, and an interesting, informative account of the development of the modern automotive piston ring. It is a non-technical explanation of a technical subject. Perfect Circle Co., Hagerstown, Indiana.

193 WIRE & CABLE CATALOG — A 24 page catalog covering every automotive use of electric wire and cable, complete with specification data — Electric Auto-Lite Co., Merchandising Division, Champlain & Chestnut Sts., Toledo 1, Ohio.

195 CATALOG — Presenting the entire Yankee line of lamps, mirrors, and specialties in twelve pages. Each item is illustrated text given in condensed form. Items are classified for quick reference. Catalog is Kalamazoo punched for filing. A separate page is devoted to a description of the various point of sale aids. Yankee Metal Products Corporation, Norwalk, Connecticut.

197 SPARK PLUGS — Condensed four page specification folder for passenger cars, including 1951 models. "Plug Check" Indicator and Data Book also available. This service tool is designed to assist service men in diagnosing spark plug heat range problems. The Electric Auto-Lite Co., Merchandising Division, Champlain & Chestnut Sts., Toledo 1, Ohio.

198 KWIK-WAY "CHAMPION" — Literature showing the Kwik-Way "Champion" valve surfacing machine. Has automatic starting and stopping. Refaces 15° valves as easily as 30° and 45°. Cedar Rapids Engineering Co., 915 17th Street, Cedar Rapids, Iowa.

199 PERMATEX ENTRY BLANKS — For the monthly prizes and suggestions on the use of Form-A Gasket. See permatex ad on page 1 for details and use SAJ reader service coupon for entry blank. Permatex Company, 1730 Avenue Y, Brooklyn, N. Y.

201 QUESTIONS & ANSWERS — A 20 page booklet written in question and answer form, discussing the uses and profit making possibilities of Pyrell. Provides the answers to the Motorists questions. Pyrell Co., LaCrosse, Wisconsin.

202 FERRIC RENEVER — For convertible tops, upholstery and headliners is shown in color literature offered

by the Miller Mfg. Co., 1160 N. 57th St., Commerce S. N. J.

205 SERCO — Colorful literature outlining the complete SERCO line of automotive accessories. It includes SERCO the reconditioner for old anti-freeze, SERCO for cracked cylinder heads, SERCO—greaseless, sealless auto cleaners requiring no wiping, SERCO—the water pump lubricant and rust inhibitor. Also many others. Service Supply Co., 1118 Seventh St., Denver, Colo.

206 HASTINGS — Replacement catalogs showing exchange numbers for distributors, generators, starters, field coils, distributors, fuel pumps and the entire line of Hastings' rebuilt parts for passenger cars and trucks. The Hastings Co., King, N. C.

208 CMC TRUCK & COACH TOOLS — Catalog No. 59 contains illustrations, specifications, and price of complete line of tools essential for specialized operations on General Motors Trucks and Coaches. Hydraulic Model 50 & 51, Hydraulic Drive Type V, Mechanical (Electric) Transmissions, as well as on body, axles, and wheels. Bannock Industrial Instrument Company, 7201 Penn Avenue, Pittsburgh 6, Pa.

210 COLUMBUS LUXURY-RIDE SHOCK ABSORBER CATALOG AND WALL CHART — Latest alphabetical car listing and factory-recommended installation information featured in 12-page catalog with cross references wall chart. Hockethorn Mfg. & Supply Co., Littleton, Colo.

211 UNIVERSAL WORKIN AND INJECTOR TEST STAND — Leaflet 648 describes compact, easy-to-operate test stand which comprises all equipment required for testing nozzles and injectors of Diesel engines up to 65 h.p. per cylinder, including GM Series 71 and Model 6-110 injectors, Cummins injectors for Engines Models A, H, and MH, American Bosch, R, S, and T Nozzles, and Bendix-Scindia, Caterpillar, Demco and International Horizontal Injectors. Bacharach Industrial Instrument Company, 7361 Penn Avenue, Pittsburgh 6, Pa.

212 IMPORTANT brake lining facts contained in the "Silver Line" folder, "What's Going To Influence Your Choice of Brake Lining" Write today, United States Spring & Bumper Co., Box 2475, Terminal Annex, Los Angeles, Calif.

215 LAMER CATALOG PAGE — Both sides feature passenger car overloads and booster springs. Includes specifications and prices. Lamer Spring & Tire Corp., 300 Madison Ave., Memphis, Tenn.

220 1955 LARCO BRAKE SHOE APPLICATION CATALOG — Complete listing of brake shoe numbers, P.M.A. number, year, make and model of automobile, available upon request. Lamer Spring & Tire Corp., 300 Madison Ave., Memphis, Tenn.

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224 OIL FILTER SELECTION — Booklet explains proper selection of oil filters based on new A.P.I. classifications. Gives important information on threat of moisture, water to average motorists. Send for OPERATION ME, Walker Mfg. Co., Racine, Wis.

263 HAND TOOL CATALOG NO. 35M — 34 colorful pages of modern Hand Tools for all phases of automotive repair and maintenance, showing the right tool or tool set for practically every tool or tool set for practically every job. New Britain Machine Company, Box 1230, New Britain, Conn.

267 AUTOMOTIVE BEARINGS — Catalog 50-0B — a 66 page listing of connecting rods, cam shafts and main bearings for cars, trucks and tractor engines. Johnson Evans Co., 545 S. Mills Street New Castle, Pa.

270 COOLING SYSTEMS, WHAT YOU SHOULD KNOW ABOUT THEM — 16 pages, concisely written and clearly illustrated with diagrams and pictures. Tells you everything you need to know about the mechanics of cooling systems, helps build a better cooling system service. Warner-Patterson Co., 950 S. Michigan Ave., Chicago 5, Ill.

277 ELECTRICAL SWITCHES — The 1952 Cole-Hersco line consists of automotive switches, truck and trailer connectors, accessories and miscellaneous automotive electrical equipment. Address Cole-Hersco Company, 30 Old Colony Avenue, Boston 27, Mass.

314 WAGNER BRAKE PARTS CATALOG — A handy ONE-POINT reference to fast-moving brake parts and lining, covering popular models of cars and trucks. Catalog also lists complete stock of shoe exchange sets, as well as OskiaX bonded lining segments available to those interested in bonding lining in their own shops. Wagner Electric Corporation, 8983 Plymouth Avenue, St. Louis 14, Missouri.

315 BETTER IGNITION by Delco-Remy 16-page, 8 1/2 x 11 inch booklet covering theory, operation and maintenance of Delco-Remy ignition equipment. Contains 71 illustrations. Will help automotive electricians understand and service ignition equipment. Delco-Remy Service Department, Anderson, Ind.

319 GM "T" SERVICE TOOLS — Catalog No. 52 contains illustrations, specifications, and prices of complete line of tools essential for specialized operations on General Motors Series 71 Diesel Engines. Each tool has been engineered to perform a specific service job which cannot be done properly with general shop equipment. Rockwell Industrial Instrument Company, 7501 Penn Avenue, Pittsburgh 3, Pa.

332 CURVED WINDSHIELD INSTALLATION MANUAL — 32 page book explains removal and installation procedures for curved safety plate windshields and Triflex Plate Glass headlights. Well Illustrated. Libbey-Owens-Ford Glass Co., Dept. RAJ, Nicholas Bldg., Toledo 2, Ohio.

334 "STANDARDIZED LUBRICATION DEPARTMENTS" — A 52-page booklet describing and illustrating various oil lubrication departments and the combination of equipment for most efficient and economical operation dependent on available floor space. Lincoln Engineering Company, 5705 Natural Bridge Avenue, St. Louis 30, Missouri.

335 POWER AND MANUAL LUBRICATION IN THE FUTURE is fully described in Lincoln Engineering Company's new catalog No. 74. Catalog contains all new oil types of grease guns, fittings and accessories for fast, clean, economical lubrication of farm machinery. Lincoln Engineering Company, 5705 Natural Bridge Ave., St. Louis 30, Mo.

337 FOLDER DESCRIBING RAY-LIFT PORTABLE PNEUMATIC AUTO LIFT — An attractive presentation of uses, specifications, and features of the Ray-Lift portable pneumatic Auto Lifts for Cars and Trucks. Ray Manufacturing Co., 518 Arlington Ave., Torrance, Calif.

338 AUTO LAMP SERVICING GUIDE — Illustrated and handy reference with replacement charts and instructions for aiming, adjusting, focusing, installing and servicing trucks and auto lamps. Also complete information on servicing directional signal flashers. Tung-Sol Electric Inc., 95 Eighth Ave. Newark 4, New Jersey.

347 SHOCK ABSORBERS — A new shock absorber specification catalog, reduced to 8 pages, including complete alphabetical and numerical listings on shock absorbers for all makes and models of cars. Available through Monroe Warehouse Distributors and Jobbers or by writing direct to the Monroe Auto Equipment Co., Monroe, Mich.

348 LIGHTING ACCESSORIES — Catalog sheets on auxiliary switch panels, toggle, push and slide switches, truck and trailer switches, automotive electrical sockets, plus selling aids. Cole-Hersco Co., 34 Old Colony Ave., Boston 27, Mass.

358 G-E SAFETY LIGHTING SERVICE MANUAL — Tells how to sell automotive lighting service. . . How to aim headlamps. . . What lamps to stock. . . Fully illustrated and packed with plenty of "Know-how." Inquiry Bureau, Lamp Department, General Electrical Co., Nela Park, Cleveland 12, Ohio.

370 EMEROL MFG. CO. — Complete printed information on entire line: Marvel Mystery Oil, Marvel Inverse Top Cylinder Oil, Hi-Rov Motor Tune-up Oil. Shows uses, prices, description, dealer information. Emerol Mfg. Co., 243 W. 50th St., N. Y. 20, N. Y.

372 FAULTY BRAKES — Bad brakes cause more accidents than any other

mechanical defect. A free PEDAL BLOK to yours for the asking. American Brakeblock Div., 4516 Merritt Ave., Detroit 8 Michigan.

379 TIME SAVERS — Catalog illustrating the many time saving uses of the new model portable, air operated Lee and Liff in your shop. Automotive Equipment Bldg. Co., 31650 S. Alameda St., Lynwood, California.

380 SOLVENT CLEANING — New fully illustrated 34 page Oakite booklet giving specific data and procedures for economical removal of carbon, grease, dirt and paint from metal surfaces. Oakite Products Inc., 537 Becker St., New York, N. Y.

383 TIME SAVING, LABOR-AIDING IMPACT TOOLS — Price list, complete details on electric Impact tools, sockets & accessories, and thirteen common jobs where Impact tool can save up to 90% of time required by hand wrenches. Ingersoll-Rand Company, 31 Broadway, New York 4, N. Y.

385 STEAM DETERGENT CLEANING — Fully illustrated folder in color, describing the time and cost saving of steam detergent cleaning in connection with industrial maintenance operations. Describes and defines the three simultaneous actions of steam detergent cleaning. Oakite Products, Inc., 537 Becker St., New York, N. Y.

387 HIGHWAY SAFETY EQUIPMENT — A two color twelve page presentation of the entire Anthes line. Includes the new Anthes Mirrors and Stop Lites. All items are clearly described and plainly numbered with carton packing and shipping weight. Kalmanco punched. Write for your supply. Anthes Force Older Co., Fort Madison, Iowa.

389 "TAGS OF LIFE" — ENGINE LIFE — 16 page booklet on common engine troubles and corrections, with emphasis on the non-mechanical tune-up. Illustrated throughout. Gives the complete story on oil additives, also selling tips and instructions for use. Ocasite Division, Hastings Manufacturing Co., Hastings, Michigan.

407 A B C'S OF SAFE PROFITABLE TIME SERVICE — A 34 page book just published by Bowes "Real Fast" Corp. Complete with illustrations and how-to-it instructions. Outlines latest tube and casting repair techniques as well as recommended trade-in for profitable resale. Bowes "Real Fast" Corp., 147 North Elm Street, Indianapolis 2, Indiana.

408 WINDSHIELD WIPER REPAIR WALL CHART — Chart showing proper blade and arm specifications for all cars and trucks, flat and curved windshields, 1936-1953 models, inclusive — chart DM #43. Trico Products Corp., 517 Washington St., Buffalo 3, N. Y.

409 OTO PULLING TOOLS ADAPTED TO HYDRAULIC POWER — New Bulletin "Describing how the OTO "Power Twin" Hydraulic Puller with its "center hole" feature adapts itself to all OTO Pulling systems now in use. Illustrates methods for installing and removing. . . reducing time from hours to minutes. Also shows sets for conversion to hydraulic power, bench presses and the new "Hydratote" which brings tools to the job instead of job to tools. For free copy write Ovationa Tool Company, Ovationa, Minnesota.

410 NEW AIR BRAKE MAINTENANCE BULLETINS — Series of 3 bulletins each devoted to a single unit. Fully illustrated with cross sectional, exploded and schematic drawings explaining every phase of the operation and maintenance. Wagner Electric Corp., 6400 Plymouth Ave., St. Louis 14, Mo.

420 SIOUX TOOLS — Illustrated and descriptive condensed 16 page Catalog No. 109-D of SIOUX Portable Electric Tools for Automotive repair and maintenance. Albertson & Company, Inc., 3100 Lowell Ave., Sioux City, Iowa.

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New PRODUCTS AND CATALOGS

800—Anti-Fog Cleaner

Klear-Glass cleaner for windshields, windows and mirrors, said to prevent fogging of glass, has been announced by The Buckley Corp., 607 Fifth Ave., New York 17, N. Y. The cleaner is available in plastic squeeze bottles and in pint bottles for use in refills.

Want more info? Use coupon on page 98 and you will get it!

801—Ignition Tester

The Uni-Tuner 6- and 12-volt electronic testing instrument, said to make it possible to check ignition, generating, starting and compression systems in ten minutes, has been placed on the market by Allen Electric and Equipment Co., 2101 N. Pitcher St., Kalamazoo, Mich.

The tester makes it possible to analyze the performance of an engine with seven main checks with the engine running: battery voltage, gen-



erator-regulator voltage, engine rpm, ignition output, high-tension resistance, ignition timing and engine vacuum. Checking the battery side of the ignition coil, for example, is said to completely check the entire primary circuit up to that point on the car.

The tester is self-contained and requires only three electrical connections to hook it up. Use of a special radiator cap makes it possible to place tester in convenient position, as shown in illustration. It operates from 110-volt, 50- or 60-cycle sources.

Want more info? Use coupon on page 98 and you will get it!

802—Gasket Catalog

A catalog on gaskets and oil seals has been issued by Felt Products

Manufacturing Co., 1504 Carroll Ave., Chicago 7, Ill. Designations for Felt-Pro gaskets have been increased from 14 to 18 for easier reference. The oil-seal section is given separately at the back of the catalog.

Want more info? Use coupon on page 98 and you will get it!

803—De-Icing Liquid

A de-icing compound for spraying on windshields and other glass has been announced by Regal Air Corp., 500 Fifth Ave., New York 36, N. Y. It is packaged in spray bottle and is said to be harmless to finishes.

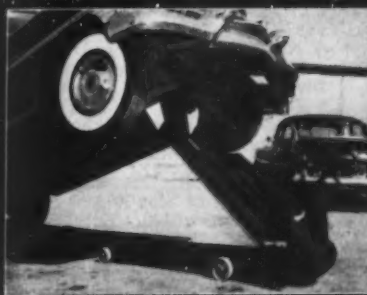
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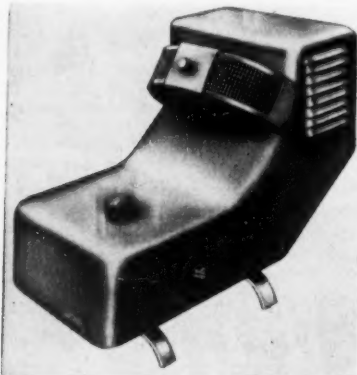
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804—Car Cooler

The North-Air car cooler, designed to give a flow of cool air in the car even when motor is stopped, has been announced by Progressive Products of Wichita, P. O. Box 1464, Wichita, Kan.

The cooler fits over the floor rise between the two front-seat passen-



gers. The container is filled with water and the unit plugged into the cigaret lighter socket. The cooler can be removed from one car and installed in another in a few minutes, the manufacturer said. It is 16½" long, 10" wide and 11" deep and is said to fit all cars.

Want more info? Use coupon on page 98 and you will get it!

805—Body Sealer

A putty-type sealer for seams, cracks and joints, said to be waterproof and to resist hardening and shrinking, has been announced by Minnesota Mining and Manufacturing Co., 900 Fauquier St., St Paul 6, Minn.

Called "Scotch" Calk, the sealer is packaged with 60 one-foot strips to a box. The spaghetti-like strips are said to help eliminate waste. Strips can be used individually for sealing small openings or two or more can be molded together by hand into proper shape or form for larger openings. The material can be painted immediately after application.

Want more info? Use coupon on page 98 and you will get it!

806—Spray Gun

A lightweight, aluminum spray gun, said to use the nozzle set-ups similar to those on heavy-duty production guns, has been added to the line of Binks Manufacturing Co., 3122 Carroll Ave., Chicago 12, Ill.

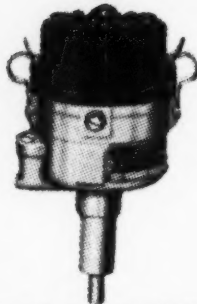
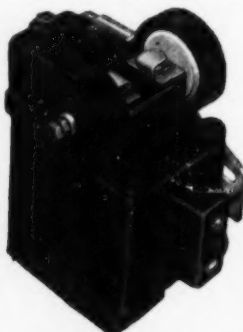
Air enters the Model 26 gun through an inlet at the bottom of the handle, helping to distribute hose weight and make manipulation of the gun easier. The gun has a replaceable cartridge-type air valve. It weighs 15 ozs. The gun is suitable for lacquers, synthetic enamels, paints and other finishes and coatings of light or medium viscosity, the manufacturer said. It is recommended by the manufacturer for touch-up work, stenciling and blending, as well as regular production work.

Want more info? Use coupon on page 98 and you will get it!

807—Ignition System

The Magspark ignition system, said to give a longer duration of the spark across the spark-plug gap for smoother operation and prevention of misfiring, has been introduced by Mallory Electric Corp., 12416 Cloverdale Ave., Detroit 4, Mich.

The transformer, available for 6- and 12-volt systems, has a primary



winding and reverse winding, with two circuit breakers, to achieve a hot spark of the proper duration to assure firing at high engine speeds. Transformers and distributors are available for many cars and trucks.

Want more info? Use coupon on page 98 and you will get it!

808—Tie-Rod Ends

A "starter stock" assortment of tie-rod ends, said to service 85 per cent of cars and trucks on the road, is now available from Master Parts Division, Airtex Products, Inc., Fairfield, Ill.

The assortment includes 12 of the fastest-selling sets, the manufacturer said, including Ford, Plymouth and Chevrolet, as well as many other popular models. The set includes a metal merchandiser and display sign.

Want more info? Use coupon on page 98 and you will get it!



809—Wheel Weight Stand

A wheel weight stand that provides storage space for weights of various sizes from ½ oz. up through 6 ozs. has been added to the line of Bear Manufacturing Co., Rock Island, Ill.

The tray is designed so a small card or plate may be fastened to the outside of each bin for identification of



weight size or weight itself will clip over the outside rim. The second shelf provides space for necessary tools. The top of the stand is designed with a special shaft on which a backing plate can be mounted and locked into position to prevent turning. Wheel can then be attached to backing plate, putting it at a convenient working height.

Want more info? Use coupon on page 98 and you will get it!

810—Filter Cartridge

Porosite filtrant for full-flow automotive oil-filtration systems has been introduced by Wix Corp., Gastonia, N. C.

The filter sheets are said to be resistant to engine acids, to retain their wet strength and to be stable in service without migration of binder or filtrant. The cartridge features enclosure of filtering medium in a metal container, built-in sealing washers and bale-type handle for easy cartridge servicing. Slotted design of can-type cartridge provides built-in sump when filter is mounted vertically.

Want more info? Use coupon on page 98 and you will get it!

811—Bushing Puller

A puller and driver set for transmission bushing on 1949-53 Ford and Mercury cars, said to do the job in 15 minutes, has been placed on the market by Johnston Manufacturing Co., Fairburn, Ga.

The set may be used on cars with both standard transmission and overdrive. The puller contracts while telescoping shaft, the manufacturer said, goes through bushing and expands. The operator then turns screw and pulls, withdrawing bushing and grease seal. The driver seats new bushing and has a safety lip to place bushing in right location.

Want more info? Use coupon on page 98 and you will get it!

The MARVEL INVERSE OILER

means 3 BIG things...



- 1 Smoother, quieter engines... with **more punch** on the pick-up!
- 2 More **satisfied customers!**
- 3 **More money** for you!

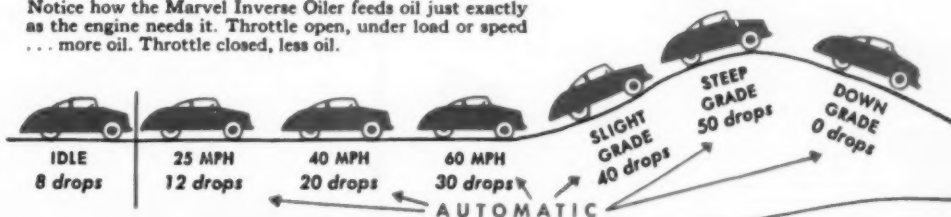
Install it and see! Your customer's car takes a new lease on life, when vital upper cylinder areas are lubricated automatically by the Marvel Inverse Oiler.

Operating off the intake manifold, this completely automatic oiler feeds to the upper cylinder areas in exact proportion to engine load and speed.

Install it. Fill it. Adjust it. And forget it. Your customers will love it! Because fully automatic operation and full quart capacity give 1,000 miles of carefree motoring on each filling.

Here's how Fully Automatic Operation Improves your car's performance!

Notice how the Marvel Inverse Oiler feeds oil just exactly as the engine needs it. Throttle open, under load or speed ... more oil. Throttle closed, less oil.



See Your Dealer or
Write For Information

EMEROL
MANUFACTURING CO., INC.
Dept. 170
342 West 69th Street
New York 23, N. Y.

Use only MARVEL Mystery Oil in the Marvel Inverse Oiler

Time-tested secret formula gives you everything you want in an upper cylinder oil. Especially blended and refined to keep sludge-forming components in emulsion, and prevent oil rupture.

Marvel Mystery Oil reduces cylinder wall and piston wear. It keeps piston rings at their proper wall tension. Prevents excessive wear on intake valves, and keeps exhaust valves from sticking.



812—Parts Catalog

A catalog listing more than 200 replacement parts has been issued by Champ-Items, Inc., 6191 Maple Ave., St. Louis 14, Mo. It is identified as Catalog No. 54.

Want more info? Use coupon on page 98 and you will get it!

813—Rubber Kit

A service kit for use with its Ruglyde rubber lubricant, including a molded container with a capacity of 1½ qts., a brush for cleaning and dressing up all colors of rubber and an applicator for tire and tube lubrication, has been announced by A-

merican Grease Stick Co., 1146 Hoyt St., Muskegon, Mich.

Want more info? Use coupon on page 98 and you will get it!

814—Wind Silencer

A wind silencer that attaches in front of vent windows to reduce wind roar in cars is now being marketed by The GorDag Industries, 209 N. Washington Ave., Minneapolis, Minn.

The silencer attaches to the lip of the front door with a rubber-shimmed clip. Made of stainless steel, it is said to blend with styling on current models. The silencer is said by the manufacturer to make it possible for all passengers to enjoy radio programs



or converse with ease, even at highway speeds with windows open.

Want more info? Use coupon on page 98 and you will get it!

815—Wheel Balancer

The Foto-Tel electronic wheel balancer, designed to provide static and dynamic balancing of truck and car wheels on the vehicle, is now being marketed by Wheel Balancer Manufacturers Associated, 3171 Hampton Ave., St. Louis 9, Mo.

The portable unit features a light that goes off when wheel is balanced. It may be used on the floor, with drive-on lifts and with free-wheel lifts, the manufacturer said.

Want more info? Use coupon on page 98 and you will get it!

816—Valve Catalog

Catalog pages covering additions to its valve line have been issued by Manley Valve Corp., 1523 Fairmount Ave., Philadelphia 30, Pa. Additional makes and models of cars and trucks are included and interchange information is given.

The firm supplies valves for car and truck models of very early vintage. The catalog lists valves for models as far back as 1928.

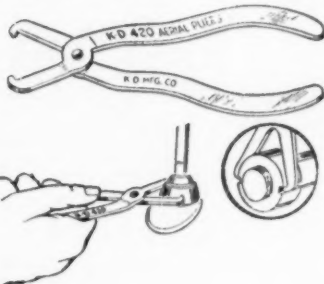
Want more info? Use coupon on page 98 and you will get it!

817—Aerial Pliers

Pliers for removing and installing the cone-shaped nut used on fender radio aerials of Ford, Mercury, Lincoln, Cadillac, Nash and Packard have been added to the line of K-D Manufacturing Co., Lancaster, Pa.

No. 420, as the tool is identified, can also be used for many other jobs requiring a light spanner wrench. The pliers are tempered and rust-resistant for long, hard use.

Want more info? Use coupon on page 98 and you will get it!



The only signal lamp that can be aimed

The approved Class A Type I Turn Signal Lamp with the exclusive swivel base that can be aimed even when mounted beyond the high point of a curved surface.

The Thin A* Line, with its newly developed lucite lens, exceeds all specifications as set down by SAE, Federal and State authorities. Lamps are finished in distinctive gun-metal gray finish.

Yankee No. 983 Recessed Mounting Thin A* Lamp

Yankee No. 981 Fender Mounting Thin A* Lamp

Yankee No. 988 Double Faced Thin A* Fender Lamp

"WITH THE EXCLUSIVE SWIVEL BASE"

FEATURES

- Single-screw lens and bulb replacement • Bondersized for extra corrosion protection • Uniform appearance of all lamps • Designed for quick and inexpensive maintenance • Will fit ALL vehicular mounting requirements

THIN A* SETS TO YOUR CHOICE

Packaged individually and in stock sets. Available with the Yankee Positive Self-Cancelling Switch or the manually operated Finger Tip Control Switch. Unconditionally guaranteed.

You're safe when you see with

YANKEE

Write for catalog today

YANKEE METAL PRODUCTS CORP., Norwalk, Conn.

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Southeast Representative
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3523 Valencia Road
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South Central Representative
H. E. RUSSELL
Iola, Kansas

The Old Sage says...

"I'm looking forward to seeing you at Associates' N.A.D.A. convention headquarters... be sure to come in and meet old friends."



We'll be at the Sans Souci Hotel, and all through the N.A.D.A. convention our latchstring will be out. We know you'll be busy—there's an excellent schedule of meetings and sessions this year—but when you do take time out we'll be pleased to have you visit us for a little relaxation and shop talk. The Old Sage will be there to greet you, too. Please consider this your personal invitation . . . and we'll be looking for you.

37th
Annual N.A.D.A. Convention
Miami Beach, Florida
January 9-13

Associates

Associates Investment Company
Associates Discount Corporation
Emmco Insurance Company
South Bend, Indiana

318—Brake Catalog

An illustrated catalog on its hydraulic brake parts assortments has been issued by United Parts Manufacturing Co., 1250 West Van Buren St., Chicago 7, Ill. It includes application data on brake hose, master and wheel cylinder kits, wheel cylinder cups, cup expanders and bleeder screws, "C" washers and copper gaskets.

Want more info? Use coupon on page 98 and you will get it!

319—Muffler Catalog

A 60-page catalog on its line of mufflers, tailpipes, exhaust pipes,

muffler parts and accessories for passenger cars, trucks and farm tractors has been issued by Maremont Automotive Products, Inc., 1600 S. Ashland, Chicago 8, Ill. Three new items are contained in the catalog; the Tough Duty line of mufflers for gasoline and diesel trucks, Holly-wood-type mufflers and dual exhaust sets.

Want more info? Use coupon on page 98 and you will get it!

820—Tire Changers

Two tire changers, both featuring an "air lock" to center and lock the wheel at the touch of an air chuck, have been added to the line of Hen-

derson Tire Changer Division, Big Four Industries, Inc., 5938 Carthage Ave., Cincinnati, Ohio.

To remove the wheel, air lock is released by pressing a button halfway down the center post. Two models are available, the standard and the heavy-duty.

Want more info? Use coupon on page 98 and you will get it!

821—Baking Oven

An infra-red baking oven for paint and body shops, with three switches to provide panel baking or all-over baking, has been announced by L. S. Taylor Manufacturing Co., 1091 Zonolite Road, N. E., Atlanta, Ga.

The motor-driven mobile automatically moves along tracks, baking finish from one end of the car to the other. Speed of travel can be adjusted and the unit can be used for stationary baking. Tracks can be attached to the floor without difficulty.

Want more info? Use coupon on page 98 and you will get it!

822—Piston Rings

A piston ring combination for Buick V-8 and some late-model Ford truck engines, featuring a "shelf-design" oil ring, has been announced by Ramsey Corp., 3693 Forest Park Blvd., St. Louis 8, Mo.

The oil ring is identical design to the Ramco 10-Up oil ring but in addition has another steel segment

take off for a RECORD JUMP in IGNITION PROFITS!



If you want to set new records in profits, get started today with Sorensen's "proved-in-action" profit-producing program! In addition to top quality parts combined with better service, Sorensen gives you these outstanding advantages.

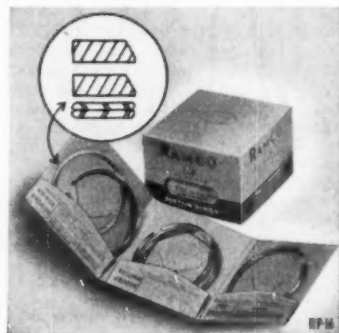


IGNITION PARTS • CARBURETOR KITS
CABLE & WIRE

- Continuous cooperation in solving dealer problems.
- Systematic stock checking service.
- An unusual selling program that brings you maximum profit with minimum inventory.
- 10 centrally located warehouses for quick jobber-to-dealer deliveries.

Get all these advantages now. Call your Sorensen jobber at once and take off for a record jump in profits!

P. SORENSEN MANUFACTURING CO., WOODSIDE, NEW YORK



below the Spiro-Seal ring to provide a shelf on which rest the inner ring and the Spiro-Seal segment. This is said to give better control.

Additional 10-Up sets are now available for air-cooled four-cylinder engines and for Ford tractor engines.

Want more info? Use coupon on page 98 and you will get it!

823—Vacuum Cleaner

Model 180 Tornado Auto-Vac, an automotive vacuum cleaner powered by a 1-hp universal-type motor, has been introduced by Breuer Electric Manufacturing Co., 5100 N. Ravenswood Ave., Chicago 40, Ill.

It has a tank capacity of 10 gals. and a large bag for filtering dust. Machines are available with heavy-duty neoprene hose or light-weight accordion-type hose, with a complete set of attachments for car interiors.

Want more info? Use coupon on page 98 and you will get it!

... COLE-HERSEE MERCHANDISING AND QUALITY
KEEPS 'EM COMING BACK FOR MORE



No. 7123
Universal Fused
Headlamp Switch



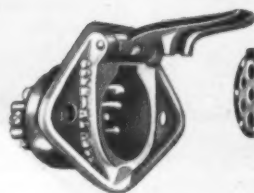
No. 5090
Extra Heavy Duty
Push-Pull Switch



No. 7221
Rotary Headlamp Switch



No. 9509
Universal Ignition
Lock Switch



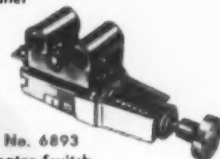
No. 1221
A.T.A. 7 pole Socket



No. 7193
Extra Heavy Duty
Headlamp Switch



No. 8299
Auxiliary Switch Panel



No. 6893
Heater Switch



No. 7213
Universal Rotary
Headlamp Switch



No. 9047
Overdrive Lockout
Switch



No. 1256
A.T.A. 7 pole
Plug with Cable
Protector



No. 4625
Fuse Block

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NEW COLE-HERSEE CATALOG—48 PAGES
CONTAINING OVER 600 FAST-SELLING,
POPULAR ACCESSORY & REPLACEMENT
ITEMS.

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Manufacturers of
"Consistently Better" Automotive
Electrical Products for
over 39 years.



COLE-HERSEE CO.

20 OLD COLONY AVENUE
BOSTON 27, MASS., U.S.A.



Calibration marks at each inch of drum diameter on the gauge — 9", 10", 11" and 12" — are .060" over the size of the original inside diameter. If the graduation mark is visible after the gauge is extended inside the drum, the drum is worn beyond safe use and should be replaced, instead of machined, it was stated.

Drum Gauge Helps Show Need for Replacement

A GAUGE designed to aid the mechanic in determining accurately and quickly which passenger-car brake drums qualify for re-machining and which should be replaced is being made available by the National Wheel and Rim Association.

A lack of industry standards has left the question of re-machining to the discretion of individual brake mechanics or machinists at brake drum lathes, according to John F. Creamer, a director of the association.

Most brake engineers and manufacturers of brake lining, brake drums and brake assemblies are substantially in agreement that passenger-car brake drums worn or machined more than .030" on the inside radius or .060" on the inside diameter should be disqualified for further use, Creamer said.

The indiscriminate use of brake lining oversizes is an unsound practice, Creamer said, and such practice is aggravated by the use of "shim stock" to accommodate brake shoe lining surfaces to drums which have been excessively machined or worn.

The gauge, which is simple to use, allows the mechanic to determine quickly, in advance, those passenger-car brake drums which qualify for re-machining and which should be replaced.

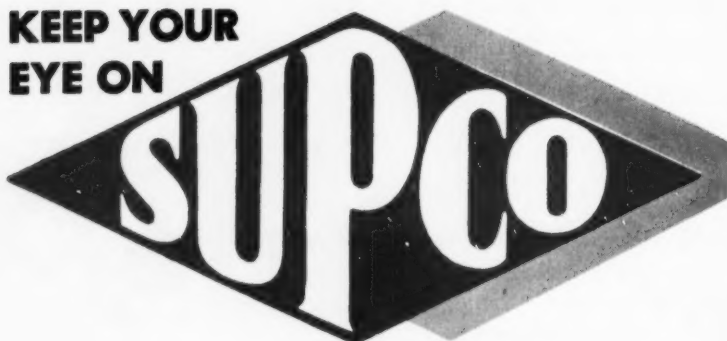
The gauge may be obtained from The National Wheel and Rim Association, 208 W. St. Clair Ave., Cleveland 13, Ohio, for 52 cents, plus postage. It is also available from local wheel and rim distributors and jobbers.

Willys Appoints Green

Sam F. Green has been appointed merchandising manager for commercial cars and Jeeps for the Kaiser-Willys sales division. With Packard for 16 years, Green was general manager of a Ford dealership in Washington, D. C., before joining Willys 12 years ago.

for HYDRAULIC BRAKE PARTS and FLUID

KEEP YOUR
EYE ON



Now a part of the Lisle Corporation, the Supco plant has been moved to Clarinda, Iowa, and is in production. Two trusted names, LISLE and SUPCO, are now your assurance of quality, dependability and value. Ask for SUPCO when you need hydraulic brake parts, cylinder assemblies, repair kits or brake fluid.



LISLE CORPORATION
BOX 1028 CLARINDA, IOWA



OTHER HIGH-QUALITY V-C AUTOMOTIVE CLEANSERS



V-C FIT®: Fast-acting, non-streaking, non-spotting car-washing compound. Safe on delicate waxed finishes.



V-C TUFF®: A superlative cleanser for removing really heavy deposits of oil, grease and dirt from concrete and metal.



V-C ZIP®: Heavy-duty steam cleaner for use on tough surfaces. Strips paint, excellent for use as a vat cleaner.



V-C JET®: Medium-duty steam and vat cleaner for all-around use. Does not clog steam coils, pumps or hose nozzles.



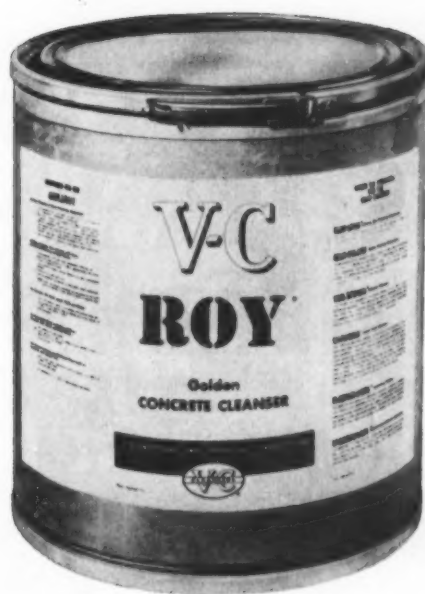
V-C QUICK®: Light-duty steam cleaner for delicate surfaces. Safe on most metals. Ideal for mild vat cleaning.



V-C CEL®: Water conditioner for use in solution tank of steam-cleaning machines. Increases efficiency in hard water.

MODERN CLEANING with a V-C Specialized Cleanser is an easy, quick, economical job because the cleanser does most of the work. Fast-acting, hard-working, free-rinsing V-C Cleansers are granulated to a uniform particle size to prevent caking or dusting. Write to us for the name of your nearest V-C Cleanser supplier.

*Reg. Applied For



SPARKLING-CLEAN CONCRETE SURFACES are an inviting business-building asset to your garage or service station. Keep your concrete clean with V-C ROY®, the economical, fast-acting cleanser that contains 100% active ingredients. V-C ROY dissolves quickly, works well in cold water, and leaves a clean aroma of pine oil. Economical, highly effective V-C ROY is ideal for day-to-day use in keeping your concrete spotless and bright.

VIRGINIA - CAROLINA CHEMICAL CORPORATION

Chemicals Division: 401 East Main Street, Richmond 8, Va.



Dealer Plans Future

(Continued from page 41)

a good money-maker and time should be spent studying the displays and stocks and store-keeping.

Use tables or bins. It makes no difference as long as the department is clean and well lighted. Display parts and accessories wherever you have the room and where people can see them, especially seasonal items such as heaters, anti-freeze, etc.

We try to get these items out

and displayed before the service stations think about them. This helps.

We change window displays every month or two and use colored lights and seasonal posters to keep them attractive to people riding by at night. Our windows are especially pretty at Christmas time and a lot of people ride by at night to see them.

This is no time to get panicky or scared. Actually you need to be calm and unhurried in your action. If the other fellow wants to give

cars away, bide your time. He'll go and then things will be better for you.

Don't sacrifice too much of anything. Don't give away good used cars. This business of ours is permanent and I can't see where a fire sale will help unless you plan to close up. More effort and less price-cutting will add stability to us and our competitor.

All of us need help and advice at times. Take your problems to another dealer and get his ideas. Just in the last few weeks I talked with a neighboring dealer and he gave me an idea or two that I put into practice to a great advantage.

No one knows for sure where an idea might be. Look for it constantly and everywhere. If you find it, use it.

Having mentioned four of the fundamentals of our planning for the future and some comments on them, I plan to use them to tie a fine crop of young prospective buyers to our dealership, plus giving our present local prospects as nearly as possible anything that they might find in the larger dealerships.

The "Good" Old Days

Before World War II we little dealers had a better chance for survival than our city brothers. There was no pressure for buildings. We operated in almost any kind — low rent, no maintenance cost. We weren't expected to do much on new-car show day. We were country dealers and got by with being country.

Most of the dealers were old-timers and they were set in their ways and that was that. Salesmen were no problem. You just hired some pretty good Joe, who was a slick talker, a slicker trader, could hold his liquor and knew where the bootlegger lived. He and the prospect often ended up there to close a deal, or around in the back lot with a bottle of corn.

Briefly the picture was this: low rent, low maintenance of building, furniture, fixtures and office equipment. A combination partsman and bookkeeper. Two or three jack-leg mechanics, no special tools, no front-end machine, no wheel balancing. Just the bare necessities to get a car or truck out of the shop.

Used-car reconditioning was done on a "get it to running" basis and "patch up everything possible."

Most customers accepted this type of service and felt rather sorry for that so-and-so running



FAST CHARGERS

FOR 6 & 12 VOLTS

Unequaled for Simplicity of Operation

THE UNIQUE CHARGING SYSTEM of C&C Fast Chargers eliminates adjustment of the charging rate. Reduces human error, saves time. Just select 6 or 12 volt position and leave charger alone. The battery controls its own charging current, always holding the rate within the limit it can safely absorb...without excessive gassing or overheating. Automatically gives a slow finishing charge. Protects against reversed or shorted connections.

TESTING IS EQUALLY SIMPLE with the QWX Chargalyzer. Regardless of the state of charge an accurate test is obtained "on the spot"...using the same simple operation for all batteries.

See your local jobber — or send for Bulletin AS2-D12

All C&C equipment carries a one year warranty, with national facilities for servicing.



Model QWP Charger. 6 volts 80 amps—12 volts 60 amps. Weighs 33 lbs. Big charger performance. **\$129.50**



Model QW Charger. 6 volts 100 amps—12 volts 80 amps. Rugged design—highly efficient. **\$159.50**



Model QWX Chargalyzer. Includes "10 Second Analyzer"—Otherwise identical to Model QW. Checks 2 individual cells in one operation on one meter, which simply reads "good" or "bad". **\$216.00**

Specialists in battery servicing equipment since 1929

McCOLPIN-CHRISTIE Corp.

3410 West 67th Street
Los Angeles 43, California

PRESENTING the new



IMPACutter*



THE SAFE WAY
TO CUT METAL



REMOVES DOOR PANELS . . . IMPACutter zips across the panel, down the edges, and easily busts door handle weld. Also cuts fenders, rocker panels, etc.



EASILY BUSTS BUMPER RIVETS WITHOUT HARM TO CHROME . . . Bumper sections can now be replaced much faster. IMPACutter also removes grill, frame, and bracket rivets, etc.



SCRAPES OFF UNDERCOATING AND DIRT . . . IMPACutter makes surfaces clean and ready for work. Won't damage the metal and there's no gumming.



**Cuts sheet metal
. . . bolts . . . rivets
. . . spotwelds**

**Drives out rivets
. . . pins . . . bolts**

**Scrapes undercoating
. . . paint . . . dirt**

**Air
Powered**



NOW you can eliminate fire hazards and save time and money on body work by cutting metal cleaner . . . easier with this new Ingersoll-Rand IMPACutter.

Edges always clean and ready for welding . . . No time consuming grinding necessary . . . Metal never warps or stretches . . . Won't harm paint . . . Won't discolor chrome.

Has *built-in* Power Regulator to give just the right blow for each job . . . from a full power blow to a light, feathery tap.

Ask your I-R distributor or jobber for an IMPACutter demonstration today. You'll never go back to the old way.



Ingersoll-Rand

994-18A

11 Broadway, New York 4, N. Y.

ORIGINATORS OF IMPACTTOOLS—AIR AND ELECTRIC

a dealership. Rural dealers got a long on this type of operation. They didn't have much, they didn't expect much, the customer didn't demand much and the factory figured that was the best they could do — so why worry? You made a little money and that was enough.

The war period needs no backward glance. Let's hope that experience will not be needed to help us go through another such change of conditions. But just a word about one thing: Those of us who

were service- and parts-minded before the war never had a doubt about keeping our doors open and going all the way. No dealer should ever forget or cuss this phase of his business.

Our service and parts volume stayed up and with the prospect of new cars arriving the latter part of 1946, I wondered how I could handle them with no room available. There I was in a small building crowded with parts, etc. I thought the time had come to decide on larger quarters if I was

Silver Dollars Show Car Dealers' Value

Ten car dealers in Deland, Fla., paid off their employees in silver dollars during a recent week to bring home to the community the fact that their payrolls are of considerable importance.

Employees were asked not to change the dollars into paper money but to spend the silver to meet their ordinary expenses. Approximately 7,000 "cart-wheels" were supplied by local cooperating banks to meet the payrolls.

The MIRO-FLEX Line

OF AUTOMOTIVE SAFETY EQUIPMENT

IS A STEP IN THE RIGHT DIRECTION



NO. 3643
Mirror
Assembly

You can't go wrong when you choose from the Miro-Flex line of ICC authorized safety equipment.

Miro-Flex mirrors, available in clear or non-glare glass, and sealed against moisture, assure non-distorted vision. Nine heads, eight arms and extensions plus ten brackets permit over 300 different assemblies from which to choose.

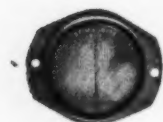


NO. 411
Standard
Tail Light

Miro-Flex clearance, stop, and tail lights increase driving safety as do the new Miro-Flex Class "A" turn signal units.

Miro-Flare, the original all-weather reflecting flare, that winks out "danger" is available in two models, the No. 20 and No. 18.

You're never in doubt when you choose Miro-Flex!



MODEL 303
Three-Inch
Reflector



MODEL 20
Miro-Flare



NO. 9908M
Heavy-Duty
Truck Mirror
Assembly



NO. 5643
Bus or Panel
Truck Mirror
Assembly

NO. 422
Class A
Directional Signal



MODEL 18
Economy
Miro-Flare

For New Catalog and Prices
Write, Wire or Phone

MIRO-FLEX

THE MIRO-FLEX CO., INC.

1824 EAST SECOND ST.
WICHITA, KANSAS

going to stick or make what I could and get out. I decided to build and stay.

The building was planned with 15,000 square feet on the ground floor and 6,000 square feet overhead storage, situated on a seven-acre lot. As there was no shop in our town capable of handling big trucks, we kept this in mind while planning the new building for our company.

Bigger quarters called for more people. Where to get them? I decided on our people I could train, men with no prewar faults and traits. I took young men coming out of the service. This was the best move I ever made, and I had no trouble getting them with our new building, shower room, good working conditions and surroundings.

In 1950 I took the factory's advice and added new salesmen and started their training. It is hard to train a fighter without his getting in the ring with an opponent. The same is true of a salesman. Toward the end of 1950 my salesmen got a taste of competitive selling but not enough to help men who had no prewar experience. However, I tried to teach them the value of knowing the product, handling customers, good-will and public relations. We held dealership meetings and discussed many things that I thought would help them when the day came.

I learned too that a dealer during the training of his people should turn over every phase of his business to his assistant to manage and make decisions. You can't tell when you may have to turn things over. I was out due to sickness for four months and the boys ran the business as well

WE INVITE YOU TO SEE What makes it "GO"



LOOK INSIDE! Check the GUTS!

All Hester batteries contain heavy full-length plates that have been inspected before assembling into cells—the separators are made of the finest available woods and treated to remove resins and other foreign substances. Plates and separators are inspected and assembled by hand "one at a time" to eliminate separator "splitting" a major cause of battery failures. Each cell is inspected and then "formed" by a time-tested Hester process. Then,

all cells are inspected before they become part of the Hester battery. The complete battery is then charged, inspected and tested for power and charge before leaving the Hester plant. There is no warehousing of Hester batteries, they are placed on trucks and delivered to your distributor immediately to assure absolute freshness.

Now you know why we invite you to look inside the Hester battery—why

we invite you to check the "guts."

Hester helps you sell by advertising in LIFE, Progressive Farmer, and on these 50,000 watt radio stations: WSM, WVOK, WBT, WRVA plus numerous television stations.

Hester furnishes free racks, free posters and signs and a complete battery merchandising service. You too, can "Go" in the battery business if you Start! and Go! with Hester.

See your local Hester distributor today for details!

START! and GO! with HESTER

Manufactured by **HESTER BATTERY MFG. CO., Nashville 10, Tenn.**

as I and with a good record.

There's an old saying that to get something out you must put something in. That's true of church, civic clubs and communities. I am always willing to participate in community enterprises and projects. Dealers should take the initiative or at least join every worthwhile community effort.

A dealer cannot operate a small dealership without being close to his employees. The dealer works with them and among them. I hired them with the understanding that

I wanted them to know and love the automobile business and to make it their life's work.

To me, people are the success or failure of a business. I have the utmost confidence in the future of my operation because I have the greatest confidence in my employees.

Smith Heads S. C. Group

W. T. "Capt. Billy" Smith, Buick dealer, has been elected president of the Charleston (S. C.) Auto-

mobile Dealers Association. Harry Barsh, Studebaker, is vice-president and Huiet Paul, Lincoln-Mercury, is secretary-treasurer.

High Rebuilding Volume Foreseen by Texan

THE automotive rebuilding industry is enjoying a high level of business volume as the economic climate favors the price advantage of rebuilt units, R. A. Bishop, Exchange Parts Co., Fort Worth, Texas, reported.

Bishop was elected president of the Automotive Parts Rebuilders Association at the annual convention in Chicago recently.

The guarantee given by rebuilders has created a wide acceptance of rebuilt parts and engines among vehicle owners, Bishop said.

E. A. Riser, Rayloc Co., Atlanta, Ga., was elected first vice-president; Edward Kipling, Auto Parts Exchange, Glendale, Calif., second vice-president, and J. W. Harper of Lec Electric Co., Dallas, Texas, third vice-president.

H. B. Hastings of The Hastings Co., King, N. C., is the new director for the Southeastern states and Charles A. Dunmore of Rebuilders, Inc., Garland, Texas, has been reelected director of the Southwest area.

Crawford of Quaker Dies

Harry Jennings Crawford, 86, director and chairman of the board of Quaker State Oil Refining Corp., died last month in Oil City, Pa. He was honored last May at the International Petroleum Exposition in Tulsa, Okla., as "a pioneer of pioneers" in the oil and gas industry.

Atlantians Hear Jeffrey

"Shell's Development of TCP" was the topic for discussion at the November meeting of the Atlanta (Ga.) Group of the Society of Automotive Engineers. R. E. Jeffrey of Shell Oil Co.'s products application department was the speaker.

Hayward Joins MADA Staff

Edgar "Ed" Hayward has joined the staff of the Missouri Automobile Dealers Association. He will head the field service department, it has been announced by Manager James A. Gorman.

THE
BIG NEWS
(ABOUT PYROIL)

IS OUT!
IT IS NOW -

"IMPROVED PYROIL"

NEW Pyroil "A" and "B" now twice as effective! Both contain an extra superior LUBRICANT additive—LACQUER and GUM solvent—FILM STRENGTH improver—RUST inhibitor—METAL DEPOSIT neutralizer... blended into perfectly BALANCED, multi-purpose products, they do a terrific job by increasing motor life and performance—plus giving new, important fuel and exhaust system protection.

Pyroil's new story is big—write or wire for it. Get new catalog pages and additional good news—

INCREASED JOBBER DISCOUNT
On the Fastest Selling Size
LARGER PROFITS FOR DEALERS

Full freight allowance on minimum 150 lb. shipments—plus smaller shipping cartons that eliminate necessity of break-
ing cases.

We have been blending, packing and shipping new Improved Pyroil for the past 60 days.

BIG ADVERTISING CAMPAIGN

In celebration of our 25th Anniversary and announcement of Improved Pyroil—advertisements in color will appear in leading national magazines, supported by television and radio.

PYROIL COMPANY, INC
254 Pyroil Bldg.
La Crosse, Wisconsin

P.S.
Our coast-to-coast 100 Radio Station campaign on the "Less Than \$1.00 Complete Pyroil Motor Treatment" is proving sensational.

PYROIL REPRESENTATIVES:

Southeast—McDonald & McPherson Co., P. O. Box 452, Atlanta, Georgia
Southcentral—John T. Jolly Sales Co., 1916-34th Ave., Meridian, Miss.
Southwest—Hirsig-Frazier Co., 4333 Belmont Ave., Dallas 4, Texas
West Coast—M. L. (Bud) Cohn, 1323 Venice Blvd., Los Angeles 6, Calif.





*Barrett
Suggests:*

HOW TO SELL MORE BRAKE SERVICE



TAKE ADVANTAGE OF CAR FACTORY PROMOTION TO MAKE BRAKE SERVICE A REGULAR MOTORING HABIT! Here's How...

1 DEPARTMENTALIZE AND ADVERTISE

A complete Barrett Brake Department will pay for itself in a few months...attract new customers and remind your service personnel to sell brake service.

2 USE A BARRETT PEDAL CHECKER ON EVERY CAR

One of the most effective brake service sales ideas ever developed! Use as you would the dipstick in lubrication—to open conversation and measure motorists' needs.

3 PULL A WHEEL AND PROVE THE NEED FOR BRAKE SERVICE

Include brake service in a package deal. Sell relines, hydraulic supplies and adjustments when you sell wheel packs and lubrication jobs.

See Us!
NADA SHOW
MIAMI
Booths
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**Save Up To \$235.00 On The
Barrett Fall Bonus Program!**

Ask Your Barrett Distributor Or Write Direct

BARRETT EQUIPMENT COMPANY • 21st & CASS • ST. LOUIS 6, MO.
The World's Finest Brake Service Equipment

Any COLOR...Any QUANTITY...Any TIME! with Ditzler's Exact-Weight Color-Mixing Service

Eliminates
Waste

Cuts Costs

Speeds Up
Service



DITZLER'S new compact Moto-Mix is an electric motor-driven device for stirring a quart or a gallon of paint. It eliminates the drudgery of hand stirring, saving time and work. It is designed especially for use with the agitating and pouring lids furnished with the base colors of the Ditzler Exact-Weight Color-Mixing Service.

THERE'S NO NEED to wait for paint deliveries when you have Ditzler's Exact-Weight Color-Mixing Service. You can mix in a few minutes the amount you wish of any of the 3400 active automotive colors in lacquer or enamel. There's no guesswork . . . no over-orders . . . no half-filled cans on your shelves.

Included in this service is an extremely accurate scale which will weigh as little as 1/4500ths of a gallon of paint. This method of measuring color by weight, pioneered and perfected by Ditzler, is much more simple and correct than other devices which measure by volume. You control the amount accurately because you watch the scale while pouring without shifting your gaze.

You can make substantial savings by mixing your own colors with Ditzler's Exact-Weight Service . . . savings that range as high as 50 per cent of factory-standard colors. We'll be glad to furnish you additional information on this service.

DITZLER COLOR DIVISION, PITTSBURGH PLATE GLASS COMPANY
Detroit 4, Michigan



DITZLER

PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS • FIBER GLASS

PITTSBURGH PLATE GLASS COMPANY

IN CANADA: CANADIAN PITTSBURGH INDUSTRIES LIMITED

The formal opening of this Perfect Circle plant in Toronto was marked by the first meeting in Canada of the board of directors of the United States parent company. Among those attending were Lothair, Ralph and Don Teetor, all of Hagerstown, Ind. C. E. McTavish is president of the Canadian operation, which is 21 years old. The plant has 65,000 square feet of floor space on one level.

Jobber News

(Continued from page 55)

of the jobber salesman away from the jobber sales manager.

One panel member's solution to this problem was explained this way: "When the premium offered for sales of one product affects the over-all sales of the house, we call a halt."

Powell Selects Representatives

Three representatives in the Southwestern territory have been announced by Powell Muffler Co., Inc., of Utica, N. Y. They are: David Raskin of Dallas, Texas, for Texas and Louisiana; Kline-Porter Co. of Oklahoma City for Oklahoma and Arkansas, and Doring & Eyer Co. of Kansas City, Mo., for Kansas, Missouri, Iowa and Nebraska.

Tate Represents Serco

J. R. Tate, Nashville, Tenn., has been appointed representative for Service Supply Co. of Denver, Colo., in Tennessee and Kentucky. Hugh R. Eckard, Newton, N. C., is now representing the Serco line in Virginia, West Virginia and North Carolina.

Bostwick Joins L. W. Bell

Judson Bostwick, Jr., has joined L. W. Bell Co., manufacturers' representative of Atlanta, Ga., and is traveling Virginia and North and South Carolina.

Marson Appoints Georgian

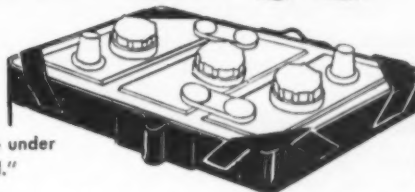
George H. Davison Co., Marietta, Ga., has been appointed representative for the Marson Corp. line of maskers, paint additives and other automotive specialties.



Resistron BATTERY Can't Corrode HOLD-DOWN

Here's lab tested proof*:

"Tests indicate that the RESISTRON Battery Hold-Down will stand up under the severest attack of battery acid."



An ordinary hold-down was submerged in battery acid for 10 days. Result: "No point left on specimen, metal almost completely dissolved."

RESISTRON Battery Hold-Down showed "No observed deterioration of rubber coating after 10 days in battery acid." Resistron is as acid resistant as the battery.

Resistron BATTERY HOLD-DOWN Another BLUE STREAK Profit Builder

*Report of independent laboratory available on request.

1. Corrosion proof
2. Rust-proof
3. Guaranteed for life of car!
4. Costs less in the long run!
5. Protects the battery!

Every time you lift the hood of a car — suggest a Resistron Hold-Down — positive battery insurance.

SELF-DISPLAY MERCHANDISER

12 neatly packaged hold-downs, coverage for all popular models packed in self-display carton.

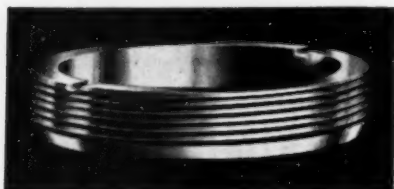
FREE: Colorful poster packed in each display. Write for catalog sheet and name of nearest jobber to Dept. SAJBC-50.



STANDARD MOTOR PRODUCTS, Inc.
37-18 Northern Boulevard Long Island City 1, N. Y.

To Make FLEET BUSINESS Your Business

Sell Fleet Owners on



**SCREW-IN
VALVE SEAT**
with
EXPANSION CLEARANCE

... AND YOU WILL HAVE THEIR
VALVE REPLACEMENT BUSINESS
FOR THE LIFE OF THEIR ENGINES!



Expansion clearance built in between threads. No pressure, no warping, heat carried away fast. Stays round, cools valve!

Now you can get the fleet business and keep it with the revolutionary P-B Screw-In Valve Seat! Easily sold to fleet owners. Saves costly down-time on their engines. Actually *doubles* valve mileage. Ends 90% of valve burning and breaking. Stress-relieves the exhaust valve port area, and prevents 75% of combustion chamber cracks. P-B is the *only* seat to use with laced-up valve port cracks!



MAKE BIG PROFITS
grinding heads with Peterson Surface Grinder! Sold on a positive Money-Making Guarantee. Write for full information.

PETERSON WELDING LABS., INC.

Dept. 5-12A 1423 Virginia Kansas City, Mo.



Officers and directors of the recently-organized Automotive Wholesalers Association of Louisiana are shown at their first board meeting at Alexandria, La., Nov. 23 (l. to r.): Seated, Ira C. Dimmick, Lake Charles, treasurer; President R. E. Zerlin, New Orleans; Raymond H. Pope, Baton Rouge, vice-president, and Guy Campbell, Monroe, secretary; standing, Stanley Massett, New Orleans; A. S. Farr, Alexandria; Jerry Sanders, Shreveport, and Harold J. Delhommer, Lafayette, all of whom are directors. Programs and plans for the coming year were discussed at the meeting and it was reported that 61 members had signed up and more applications were coming in. The board will meet January 18 in Lake Charles, when an executive secretary may be named for the group.

Seven Southern Firms Join NSPA Roster

SEVEN Southern companies have been added to the membership of National Standard Parts Association recently.

They include: Auto Machine & Parts Co., Savannah, Ga.; Davis Auto Parts Co., Greenville, S. C.; Front Royal Auto Service, Front Royal, Va.; Motor Service & Supply Co., Nashville, Tenn.; Reynolds Automotive Supply, Texarkana, Texas; Riner Radiator & Battery Co., Sandersville, Ga., and Standard Auto Parts, Alice, Texas.

Fox Heads Battery Sales

G. L. "Gus" Fox has been appointed sales manager of Monark Battery Co., recently-acquired division of Price Battery Corp. Fox has been active in the battery industry for more than 20 years.

Birmingham Firm Moves

Automotive Industrial Supply Co., Birmingham, Ala., has moved into new and larger quarters at 2625 Sixth Ave., South, it has been reported by Charles Hallman, manager.

Newly-elected officers of Automotive Booster Club B-6, Atlanta, witnessed Nov. 27 one of the most successful jobber-Booster parties in a long time, with attendance nearly 300. Shown here are (l. to r.): Front row, Retiring President L. W. Bell and President C. W. Stuffs; back row, William A. Shope, Jr., first vice-president; Wesley O. Aaron, treasurer; O. T. Voyles, secretary, and T. Austin Young, second vice-president.





By the edge of the Pacific, approaching Torrey Pines Grade on Highway 101, near La Jolla, Calif.

This is one in a million

Almost a million car owners have ordered E-Z-EYE in their new cars. That's extra profit for a lot of dealers. And you're missing out on some easy money, if you don't talk E-Z-EYE to your customers.

They've read about it in *The Saturday Evening Post*, *Collier's*, *The New Yorker* and *Time**. They've read how a shaded windshield of light blue-green E-Z-EYE Safety Plate Glass protects their eyes from the nagging strain of driving-glare. How unshaded E-Z-EYE in side and back windows absorbs solar energy and keeps passengers cooler in summer.

Let them know how easy it is for them to have

E-Z-EYE in *their* cars. E-Z-EYE is available in all General Motors models.

* In a recent *TIME* magazine survey, 41% of the readers who plan to buy new cars in 1953 said they intended to order "tinted glass"!

WHY NOT GET YOUR SHARE?

WHEN YOU SELL CARS you'll make extra commissions by selling the E-Z-EYE option.

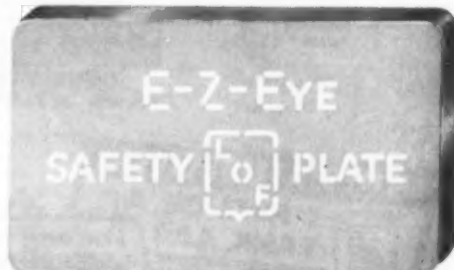
WHEN YOU REPLACE GLASS you'll turn routine jobs into extra profit by selling E-Z-EYE.

LIBBEY • OWENS • FORD GLASS COMPANY, TOLEDO 3, OHIO

E-Z-EYE SAFETY PLATE

with the shaded windshield

Reduces Glare, Eyestrain, Sun Heat



ALL L-O-F SAFETY GLASS IS GRADE-MARKED.
If the word PLATE isn't etched on your car windows,
they aren't safety Plate glass.



Sales managers of some of the distributors of Bendix Products Division attended a recent merchandising conference conducted by T. A. Kreuser, manager of automotive service sales. Included were (l. to r.): George Meyer, Denver, Colo.; Bill Chesney, Roberts Brothers, Washington, D. C.; George Sundby, San Francisco, Calif.; Frank Williams, Pittsburgh, Pa.; Carl Johnson, Carolina Rim & Wheel, Charlotte, N. C., and Ernie Spuhler, Harris Automotive Service, Atlanta, Ga.

Nothing Pays Like RESEARCH



CHEMICAL INVESTIGATION AND ANALYSIS OF IMITATIONS — are the BASIS for Continuous Superiority of ...



P-96
Spray Degreaser



GUNK H-S
Carburetor and Parts Cleaner



Frees Piston Rings



Miller of San Antonio Heads '55 SW Show

BY A MAJORITY vote among ten of 15 officers and directors of the Southwest Automotive Show, meeting in Dallas on Nov. 23, the 1955 show has been transferred from Dallas to San Antonio. Dates have been set as March 31 through April 3, 1955.

Elmer T. Miller of the Straus-Frank Co., San Antonio, is the new president, succeeding T. C. "Buddy" Garrett of Buddy Garrett Auto Supply, Dallas.

This latest action of the board apparently disposes of a major issue that has resulted in two special board meetings and one special called meeting of stockholders, who are sponsoring jobbers, within the past 100 days. This issue was the location of the 1955 show.

Following the Nov. 23 meeting, President Miller said objections to San Antonio as a show site had been ironed out and that suitable terms had been agreed upon with the Bexar County (San Antonio) Coliseum.

He said a more comprehensive statement concerning the show and its plans for 1955 would be available at an early date.

President Miller



an
ACCO
product

MANLEY Twin Boom WRECKING CRANE

TWO Separate Winches for Dual or Single Operation

• There are two hearts in this Twin-Winch, Twin-Boom MANLEY Wrecking Crane WC-8. If one winch should ever be knocked out of service, the other is ready and waiting. Or, if you need double winch power, they can be used together—giving you a powerful 8-ton pull.

COMPLETE, FLEXIBLE UNIT

The WC-8 MANLEY is a complete wrecking crane. It is flexible in operation and application, and will handle the toughest jobs on or off the highway. It will reach down an embankment and bring up an overturned truck and trailer as easily as it will a passenger car.

UNUSUAL STABILITY

Outriggers provide side support for stability in recovery from either side. Booms can be used in a spread-eagle setup with one anchored to a tree or pole for maximum use of power.

MANLEY WRECKER PAYS FOR ITSELF

The best wrecker gets the most jobs. This wrecker will bring more jobs to your shop, and you know how wrecks pay off. Other MANLEY users can tell you that the WC-8 Twin-Winch, Twin-Boom Wrecking Crane pays for itself in a short time... and continues to pay profits for a long time. Use the coupon today to get full information.

Visit the MANLEY exhibit at Booths 33 and 90

National Automobile Dealers Equipment Exhibition

MIAMI BEACH • JAN. 9-13, 1954

ACCO



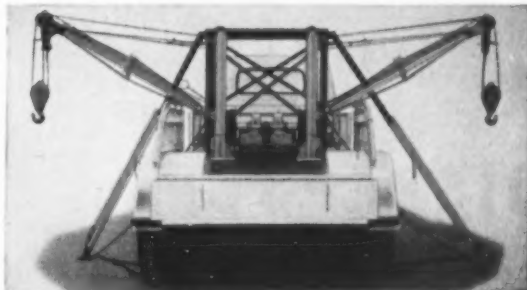
York, Pa., Chicago, New York, Portland, San Francisco, Bridgeport, Conn.

MANLEY DIVISION
AMERICAN CHAIN & CABLE

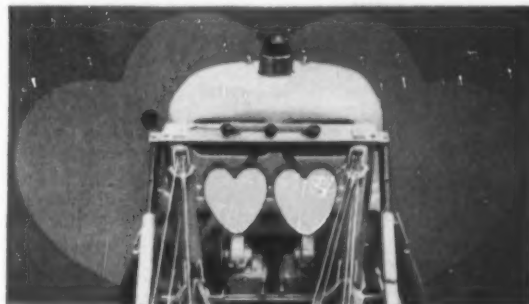
The Best Equipped Shop Gets the Profitable Business



MANLEY WC-8 twin-winch, twin-boom wrecking crane
... a complete unit ... fast, efficient, safe.



Outriggers provide stability. Spread-eagle reach of booms permits anchoring to pole or tree.



The two hearts—twin winches. If one stops, the other continues to operate. Both can be used together for greater pull, a full 8 tons.

MAIL TODAY!

MANLEY DIVISION
American Chain & Cable
York, Pa.

SAJ

Please send literature and price of NEW WC-8 MANLEY Wrecker, and name of the nearest Manley distributor.

Name _____

Address _____

Town _____ State _____

PROVEN BEST BY TEST

Go-Jo

The Original Waterless
HANDCLEANER
that rinses OFF

USERS SAY: **GO-JO REMOVES GREASE AND GRIME AMAZINGLY FAST!**



50% more cleansing effectiveness! Scientifically formulated Go-Jo contains no abrasives or harsh alkalies. Soothing lanolin guards against dermatitis . . . keeps skin healthy!

THE Sensational New Go-Jo DISPENSER

HAS AUTOMATIC "One-Shot" dispensing efficiency



GIVES TWICE THE HANDCLEANINGS AT 1/2 THE COST

- Low priced
- Precision engineered
- Extra large capacity
- Throw-away container

Write for free sample on company letterhead

GOJER, INC.

Box 991
Akron, Ohio

These Routine Examples Point Up How Wage-Hour Law Can Slap You

By **NATHAN M. ROBERTS**

Executive Secretary
Automotive Wholesalers' Association of Alabama

WHAT meetings, lectures and training programs are you required to consider as "hours worked?"

Have you curtailed employees' activities, sales meeting attendance, training programs and similar activities because you were uncertain as to which employees to pay?

To encourage employee training programs for the achievement of higher skills, the Wage and Hour Division, Department of Labor, has carefully outlined the criteria by which attendance at such training programs would not be considered working time requiring compensation by the employer.

These criteria are:

1. Attendance on the part of the employee is in fact voluntary. No training program shall be considered voluntary if a condition of the employee's continued employment in his present job is attendance at the training program.
2. The employee shall not produce any goods or perform any other productive work during such periods of training.
3. The training course must be given outside of regular working hours.
4. The training course is intended to train the employees to a new, different or additional skill, and is not intended to make the employee more efficient at doing what he has been doing in his present job.

The following examples are a practical interpretation for automotive wholesalers only. While many of the same principles would apply to any industry or specialized department amenable to the wage-hour law, the writer has not attempted to preclude every possibility of misinterpretation for any other industry.

As you doubtless already know, outside salesmen (city and territory salesmen of automotive wholesalers) who are regularly in the field, and who spend less than 20 per cent of their time doing work other than selling and not in conjunction with their outside sales, are not amenable to the usual record-keeping and overtime pro-

visions of the wage-hour law, though there are certain record-keeping requirements for such outside salesmen.

In other words, you need not pay your outside salesmen for attendance at sales meetings.

This discussion is directed at the problem of who you can invite to sales and/or training meetings and

Editor's note: The text of this article was taken from a regular bulletin to members of the association. Footnote material is from a letter from William R. McComb, administrator, Wage and Hour and Public Contacts Division, U. S. Department of Labor. Roberts submitted the text of the bulletin to McComb with a request for any needed clarification. A copy of McComb's letter was attached when the bulletin was mailed to members of the association.

under what circumstances the division considers such attendance as "hours worked."

Example A: An automotive wholesaler wishes to hold a night meeting with his outside salesmen on the occasion of a factory representative being in the city. The factory has some slide films and other displays which will assist the salesmen to sell the line. The information thus gained would be of value only to salesmen and could not be used for any other classification within the wholesaler's place of business until such time as the employee was transferred to a selling position.

The wholesaler invites the countermen, inventory clerks, stock clerks, shipping clerks and the purchasing agent to attend the sales meeting, and makes it clear that it is absolutely voluntary whether they attend or not. The wholesaler knows that this information would be helpful to any of those invited if the opportunity ever presents itself to promote

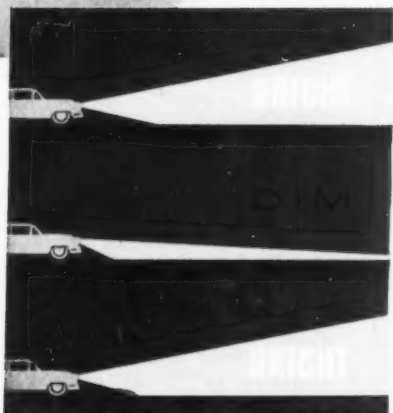
Guide
**BRIGHTEST NAME
IN LIGHTS**



NIGHT DRIVING'S NEWEST SAFETY ADVANCEMENT

AUTRONIC-EYE®

AUTOMATIC HEADLIGHT CONTROL



Motorists wanted it. Guide gave it to them! But it took a long time . . . in fact, the Autronic-Eye is the result of years of planning, research and development by Guide. Now this amazing feature is making after-dark driving far safer, far easier for over 200,000 owners. What's more, the enthusiasm for this automatic headlight control is increasing all the time. The Autronic-Eye is winning more and more friends just like Guide's many other advancements in automotive lighting. Four great new cars now feature Guide's Autronic-Eye—Chevrolet, Pontiac, Oldsmobile and Cadillac.

Automatically **AT NIGHT!**

® Trademark Registered U.S. Pat. Off.

GUIDE LAMP DIVISION • GENERAL MOTORS CORPORATION • ANDERSON, INDIANA

them to a position on the sales force. Who would the wholesaler be required to pay for attending this meeting?

Answer A: We know, of course, that the wholesaler would not be required to pay the outside salesman, even though he required them to attend this meeting. Since attendance for the others was absolutely voluntary (criterion 1), the employees produced no goods (criterion 2) and the meeting was held after regular hours (criterion 3), it would hold that those invited

would meet the first three criteria. But criterion 4 would not be met by the countermen. The countermen would pick up information which would materially assist them on their current jobs and therefore would become much more efficient at their selling tasks.

Since none of the others invited to the meeting could use the information thus learned until they were transferred either to inside or outside selling, they would meet the conditions of all criteria and the wholesaler would not be

required to consider the time at this meeting as "hours worked" for anyone except the countermen.

Observation: Whenever an employer invites any employee other than an outside salesman to attend a sales meeting, he should carefully analyze each employee's position with respect to the four criteria presented above. The employer should also review the agenda for the meeting to see who meets the criteria. Then a record should be kept of each meeting by noting the subject matter of the meeting, who attended and who failed to meet the criteria for "hours worked." Those who do not meet the criteria should clock the time-clock or the supervisor in charge should turn in the hours to the bookkeeper. The keeping of such records will probably avoid an argument at a later date.

And the High-School Kid

Example B: Joe is a high-school boy who helps the shipping clerk, works on inventory, cleans up and does many odd jobs. Everybody likes Joe. Joe is a bright little individual and he enjoys kidding with the salesmen and they enjoy having Joe around. The sales manager calls a sales meeting for after regular working hours. The salesmen like Joe and ask him if he wouldn't like to attend the meeting with them — that they are going to have some refreshments. Does the owner have to pay Joe for attendance at the sales meeting or should the owner insist upon Joe's staying away?

Answer B: Since the meeting is for the salesmen and deals with methods and sales techniques, it would not be directly related to Joe's work. Therefore the owner would not have to consider the time Joe spent at the meeting as "hours worked." Joe probably could learn many things that might be helpful to him later, when he gets to be a counter salesman.

Example C: John is a machinist, class B, and works in the machine shop. John reads a lot and he likes people. John thinks sometimes that he might like to get out on the road and sell. John asks the owner if he may attend the sales meetings. Would the owner have to consider as "hours worked" the time John spent at sales meetings?

Answer C: No. If John attended the meetings absolutely voluntarily in an effort to learn selling, then such attendance would not be considered as "hours worked."

Example D: Factory Represent-

Versatile
Safe
Stable
Sturdy
Saves Time
and Labor



presenting...

THE NEW LEE BUMPER LIFT

The Lee Bumper Lift is an air actuated bumper lift for use in tire shops, service departments and service stations... wherever a bumper lift is needed.

Versatile! Ideal for tire and wheel work, checking brakes, removing pinions, lubricating springs and shackles, wheel bearings work, etc. — whenever a car's wheels should be clear of the fender skirts. **Safe!** Automatic mechanical latch prevents accidental lowering, locks in any of 6 convenient heights. Broad base lifting fingers hold bumper at brackets securely. **Stable!** Broad reinforced steel channel base prevents car from rocking or tilting. **Sturdy!** Entirely constructed of heavy gauge steel. **Saves Time and Labor!** Air pressure does the lifting, cuts setup time as much as 50%. Lift is easily moved on neoprene-tired wheels.

from the makers of
the famous
LEE End Lift

3000 lb. capacity. Max. lifting height 32".
Lifting fingers adjust from 5" to 44" wide.

Write for Bulletin 302



AUTOMOTIVE EQUIPMENT MFG. CO.
11000 So. Alameda Street, Lynwood, California

ative Floyd arrives in your city with a modern sound-projection machine and records to illustrate the handling and marketing of his factory's products. The pictures show the recommended techniques all along the line, from ordering, inventory control, unpacking, suggested arrangements on the shelves, show-case displays, billing and, of course, the most important sales points on how to overcome sales resistance to his particular product.

Floyd requests you, his distributor, to hold a meeting of all your employees for the purpose of showing the films. You recognize that inasmuch as this particular subject matter would relate directly to the work of so many of your employees that their attendance at such a meeting would violate criterion 4 and that all of the employees invited to the meeting would have to be paid overtime. You feel you cannot afford to do it. So you refuse to call the meeting.

The Rep Goes on His Own

Factory Representative Floyd then requests the names and home addresses of all your employees and arranges for his own meeting, and also Floyd requests permission to use your sales-meeting room for the meeting. Floyd sends out invitations to those who he would like to attend the meeting, explains that it is a factory project for the employees' general education in the handling of their products and states that attendance is absolutely optional and will have nothing to do with any employee retaining his job. Would the wholesaler owner violate criterion 4 and be required to pay the employees who are not outside salesmen for "hours worked"?

Answer D: No, the wholesaler owner would not be required to pay as "hours worked" for a meeting arranged entirely by one who is not an employer. However, if the employer wholesaler subsequently made such knowledge as gained at this meeting a requirement to hold a job, then the time spent would be considered as "hours worked."

Example E: An employer invites some hourly-paid employees to attend a dinner and sales meeting. The employer serves a delicious steak dinner from 7 to 8 p.m., and the meeting runs from 8 to 9:30 p.m. Is the employer required to include as "hours worked" the time of those amenable which is

spent in eating his steaks? Does the employer pay for 1½ hours or 2½ hours?

Answer E: It depends entirely upon whether or not attendance at the dinner is absolutely voluntary (criterion 2). If the employer plans on making an "after-dinner speech" and he wants the employees there at 7 p.m. to hear him, he must pay for the time they spend in eating his steaks. Time would start at the hour they were to report.²

Example F: Employer "O" decides that he would like to go to a regional show in a distant city. He thinks that it would be advantageous to take his outside salesmen along but he also would like to take along two of his countermen who are paid on an hourly basis. He invites the two countermen to go along, saying that it is absolutely optional whether or not they go, that it is so expensive that he doesn't feel that he can pay them their hourly rates while they are away, but if they would like to go with him, that he will pay the transportation, hotel, meals, etc., but no wages. The salesmen work on commission, so there would be no inequity. Is employer "O" in violation of any of the criteria?

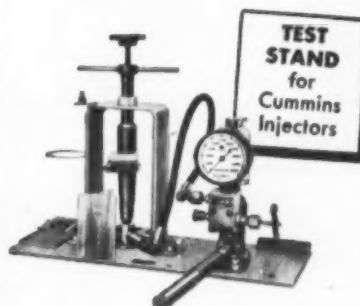
Is Attendance Voluntary?

Answer F: No, if attendance is in fact voluntary, even though the two countermen would in the course of their trip see some displays or listen to lectures by top factory representatives which directly related to their work. These lectures, displays, etc., would be presented by outsiders who were not their employers. This would be somewhat similar to a worker voluntarily going alone to the regional show when the show was in his own city. The subject matter might be directly related to the worker's job, but there would be no employer-employee relationship.³

Example G: An expansion of the firm gives opportunity for stenographers. The employer offers to any of his typists who choose an opportunity after work to be trained for stenographic work. Such training is not made a condition of their continuing as typists and no regular office work is done for the employer during the training period. The division would not hold such attendance at training classes as "hours worked."

Example H: An example of the training course which does not

Diesel SERVICE EQUIPMENT



BACHARACH INDUSTRIAL INSTRUMENT CO.
7301 Penn Avenue • Pittsburgh 8, Penna.

Send complete information on your Diesel Testers and Service Tools

Name

Company

Address



This group was present for election of officers and a discussion of the plans for expansion of the Georgia Automotive Wholesalers Association at a meeting in Atlanta Nov. 27. They are (l. to r.): Front row, Luther Drennon of Raleigh Drennon Spring Service, president; Howard Hout of Albany, vice-president; Bob Perrin of Atlanta, secretary and retiring president; Bernie Karp of Atlanta, treasurer; George N. Allen of Atlanta, executive secretary, and John D. "Jake" Lee of Anniston (Ala.) Auto Parts, who discussed the operations of the Alabama wholesalers' association; back row, Tracy Youmans of Brunswick, Fred Agel, Alvin Greenberg and Jack Verner, all of Atlanta, Allen Chappell of Americus, L. C. Matthews, Ernest G. Spuhler, Holton R. Parris, Ward Foote, Atlanta.

meet with the four criteria is that of an operator who relines brake shoes and whose productivity is such that it is unsatisfactory in comparison with the average productivity of the other operators. The employer says, "You are too slow and unless you practice on waste material after work and get up your productivity and speed you cannot work here any more." This would be "hours worked" for two reasons: (1) attendance would not be voluntary and (2) the employee would not be learning a new, different or additional skill.

The Wage-Hour Division says that the basic thought behind the four criteria is that there should be no exploitation of labor by using alleged training programs to effect a stretch-out or speed-up in the work of employees in their present position. The program must essentially be for the purpose of providing better employment by adding skills primarily for the benefit of the employer by providing him with certain skills in which his labor market is deficient.

¹ If the purpose of permitting a machinist to attend the sales meetings is to train him to be an outside salesman, the time spent at the meetings need not be considered as hours worked, even though the employee may incidentally gain knowledge which would be useful to him in his present job.

² If attendance during the dinner hour from 7 to 8 p.m. is optional, it need not be considered as hours worked. As for the time from 8 to 9:30 p.m., the answer would depend on whether time spent at the meeting is entirely voluntary and whether

other criteria, as set forth, are met.

³ The correct answer would depend on the particular facts in each case. Of course, when an employee chooses of his own accord to attend a show without prearrangement with his employer, the time spent by the employee at such an event would not be hours worked.

N. C. Jobbers to Hear Ruark, Heffelfinger

SEVERAL well-known men in the industry will address the first annual convention of the North Carolina Automotive Wholesalers Association, to be held January 11-12 at the O. Henry Hotel, Greensboro.

Scheduled for the first day are B. W. "Whit" Ruark, general manager of Motor and Equipment Wholesalers Association, who will speak on "What's Ahead for the Jobber in 1954," and either J. L. "Jack" Wiggins, executive vice-president of National Standard Parts Association, or another NSPA representative.

William C. "Bill" Herbert, editor of SOUTHERN AUTOMOTIVE JOURNAL, will speak at the second session on the topic, "The New Sales Opportunity for North Carolina Wholesalers." J. M. "Jack" Heffelfinger, sales manager of Booser-Test Management Service and president of NAPA, will speak.

A highlight of the entertainment will be a cocktail party given by Carolinas Booster Club.

Charter membership rolls will be closed after the convention. There are now 100 members.

T
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BONDED BRAKE SHOES

**BUY THROUGH
YOUR JOBBER**

The Hastings Company

KING, N. C.

'54 Mercury Engine

(Continued from page 61)

vacuum distributor control meets the increased low-speed spark advance requirements, providing 15 per cent more torque than would have been possible with the previous control.

Vacuum operation of the secondary carburetor venturis provides automatic adjustment to engine operating requirements. Throttle plates below the primary venturis are operated by the accelerator pedal and supply the air-fuel mixture for normal speeds and loads. Air flow through these venturis creates vacuum which is applied to a diaphragm that controls the secondary venturi throttle plates.

When power demands exceed the breathing capacity of the primary venturis, this vacuum opens the secondary throttle plates to the exact position that will admit the right amount of additional air and fuel. Entirely separate from the accelerator linkage, their function depends only on the amount of air flowing through the primary venturis.

Has Dual-Float Bowl

A dual-float, concentric fuel bowl is mounted on insulating stilts, directly over the venturis. The new, low-restriction oil-bath air cleaner encloses the fuel bowl, forming the carburetor air horn. This provides a continuous flow of filtered air around the fuel bowl whenever the engine is running for maximum protection against vapor lock.

Other features of the engine include:

Valve guides cast integral with cylinder heads are said to reduce valve temperatures more than 100° and prolong valve life up to 50 per cent.

Balanced-length intake manifold passages give proper distribution of fuel-air mixture to all combustion chambers.

Full-flow oil filter cleans all the oil all the time and reduces engine wear.

High turbulence wedge-shaped combustion chambers result in faster, smoother and more economical burning.

Valve rotators are used on all valves, for better sealing over a longer period.

Autothermic aluminum alloy pistons with chrome-plated top compression rings give longer life and reduce cylinder bore wear.

Maximum torque of the engine is 238 lb.-ft. at 2,200 to 2,800 rpm.

Displacement is 256 cubic inches.

Another mechanical feature of the 1954 Mercurys is use of the ball-joint method for connecting the front wheels to the car. This was introduced on the 1952 Lincoln.

The front wheels are connected to the spring-supported arms coming out on each side of the frame by two simple ball-and-socket joints on each front wheel — one connecting to the top supporting arm and the other to the bottom supporting arm.

Road shocks or bumps are taken up by the up-and-down movement, while the wheels are being turned with the rotation motion of the ball in the socket, Mercury engineers said.

The ball-joint method eliminates entirely the kingpin and reduces lubrication points from 16 to four at the front end. It is said to make more usable space available in the engine compartment and to make servicing and alignment adjustments easier than with the former system.

You can now get
replacement generators with
genuine Ventilated Matched Coil
armatures!

THE TAG TELLS YOU

that this generator is equipped with a genuine VENTILATED MATCHED COIL armature, rewound to original FACTORY SPECIFICATIONS.

THIS STAMP

appears on every genuine VMC armature. It is your assurance of superior quality for higher output and longer life. The coils are pre-formed as in original equipment — balanced, ventilated, matched — with original wire size and original number of turns.

NATION-WIDE SERVICE

VMC

Best of all replacement armatures

BUY THROUGH YOUR JOBBER

THE VMC SYSTEM, STATION D ATLANTA, GEORGIA

The illustration shows a generator with a tag attached. The tag has text and a logo. A stamp is also shown with text and a logo. The generator is labeled 'VMC 7000'.

News Briefs (NADA)

(Continued from page 51)

president. Armacost will review NADA's accomplishments during 1953.

"Your Investment in Flesh and Blood" will be the topic of the employer-employee relations clinic scheduled for Wednesday morning, January 13. Frank Collord, director for Iowa and a regional vice-president, will speak on "Salesmen's Compensation," while Arthur Hass, a Chevrolet dealer

President Armacost



Clothes to Wear? Play It Safe!

Your wife or gal friend will be asking (and you may wanta know also) what kind of clothes to carry along for the NADA convention at Miami Beach next month.

Spring or fall weight clothes probably would be best for her.

It happened to be pleasantly warm two days and quite cool the other two days at the NADA convention there in January, 1951. In fact, it got down to 32° F. So both winter and summer suits would be a good bet for the men.

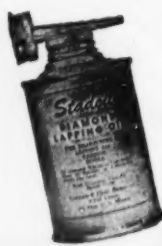
from Cleveland, will talk on the theme, "Getting Your House in Order."

"Highway and parking problems won't be overlooked at the convention, by any means," Costley said. He added that these matters will be examined in the public-

relations clinic, also slated for Wednesday morning, through a dramatic skit highlighting the need for better road and parking facilities. Entitled "It's Your Future," the skit will be introduced by Carl E. Fribley, director for New York and chairman of the public relations committee. Walter B. Cooper, director for Colorado, will be narrator.

Business sessions will be concluded Wednesday afternoon with

T. A. Williams of North State Chevrolet Co., Inc., Greensboro, N. C., will be moderator for the truck sales and service panel.



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Now—you can try amazing STADOIL for sharpening your boring bars—without cost to you! You'll get the same precision tool finishes already acclaimed by more than 6500 industrial and automotive users. You'll have tool finishes that are free from scratches and far better holes are possible using STADOIL. Many quality Jobbers are already using STADOIL in their own shops—proving they know which is best. One sample will prove it to you TOO!

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Please send postpaid, the FREE SAMPLE of STADOIL.

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Company _____
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"The Quality Line"

A TYPE and SIZE for EVERY APPLICATION

SEE YOUR JOBBER OR WRITE FOR CATALOG

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KOKOMO, INDIANA, U.S.A.



a report from Frank Dawson, chairman of the resolutions committee, and the introduction of the 1954 officers by President Arm-acost.

"But the program will be far from over," Mr. Costley stressed. "Before the afternoon is over dealers will be able to hear key addresses from two cabinet members and a noted theologian. I'm referring to Postmaster General Arthur E. Summerfield, Secretary of the Interior Douglas McKay (both are car dealers) and Dr. Norman Vincent Peale. That's quite a package."

Wives of dealers will be entertained during the convention by special programs, including a fashion show and sightseeing tours.

Other entertainment highlights will be a Stephen Foster Musicale, headlined by Ray Middleton and Guen Omeron, the annual "family party" and dancing.

"We believe," Costley concluded, "that the 1954 convention will be the biggest and most valuable one ever staged by NADA. We are urging every member from coast-to-coast to register early."

S. E. Kossman (top photo), Buick dealer of Cleveland, Miss., and John H. Lander (bottom photo), Dodge-Plymouth dealer of Atlanta, Ga., are two of the well-known Southerners who will participate in the dealer clinics at Miami.



Florida's Manager Welcomes You!

THE members of the Florida Automobile Dealers Association are indeed happy over the fact that NADA will be holding its annual convention at Miami Beach



Mr. Mallory

next month," said General Manager Walter C. Mallory of the state association.

"Not only does NADA's convention program offer many reasons why every dealer should attend but the usually fine January weather in Miami should prove to be another reason why busy car dealers and their wives should take time out for an instructive convention staged under ideal surroundings.

"The 1951 convention (held at Miami Beach) attracted 11,500 persons and we fully believe the '54 meeting's attendance will beat that. All our FADA members are anxious to do what they can to assist in making this a fine meeting.

"Come South, brother — far South, next month!"

He joined NADA officials in urging fleet operators and independent garagemen — anyone in the service industry — to come and look over the wide assortments of exhibits, which will be staffed by factory personnel who will be prepared to explain how equipment and other items on exhibition are designed to aid in building higher shop profits.

Stewart and Johnson Appear on Panel

L. M. STEWART, Chrysler-Plymouth dealer of St. Louis, Mo., and Martin L. Johnson, Nash dealer of Atlanta, Ga., will be two of the participants in the NADA convention panel discussion on "The

Always
TOP
PERFORMERS



"Aero-Seal"
HOSE CLAMPS



Worm Drive
Never Works
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People applaud the way AERO-SEALS keep a tight, leakproof, vibration-proof connection. No pinched or damaged hose — and the clamp won't come loose or snap open, no matter how rugged the service. Easy, one-hand installation. Screwdriver or thumb clamp. The precision worm gear drive does the trick, and AERO-SEALS can be used again and again. Stainless steel bands. 4 sizes cover 90% of needs. AERO-SEALS are your profit pals!

See your local jobber





Mr. Johnson

Business of Business Is Profit" during the Tuesday session.

Harry G. Moock of Detroit will be principal speaker for this business-management clinic, scheduled for Tuesday, Jan. 12, during the Miami Beach convention. Starting his career in the industry selling Saxon, Franklin and Reo cars, Moock was manager of the Rocky Mountain Automotive Trade Association during World War I and later became the first managing director of the National Automobile Dealers Association.



Mr. Stewart

Later he joined Chrysler Corp. and prior to his retirement in 1949 was vice-president of the Plymouth Division. Since his retirement he has assisted various corporations, colleges and associations throughout the country with sales counsel and lectures.

Stewart was chairman of NADA's business management committee in 1951.

Frank H. Yarnall, NADA director of Chicago and a Chevrolet dealer, will be another panel member for this clinic.

One-Third Down on Cars Urged by Finance Men

A RESOLUTION urging that all members of the American Finance Conference require a one-third down payment on all cars financed was adopted by members at their 20th annual convention in Chicago last month.

The resolution also specified that sales credit companies allow maximum maturity terms of 24 months on both new cars and used cars less than three years old and of 18 months on used cars three years old or older, to help maintain a stable picture.

E. P. Latimer, president of American Discount Co. of Georgia, Charlotte, N. C., and president of AFC during the past year, was elected chairman of the executive committee, succeeding R. Earl O'Keefe, who is president of Southwestern Investment Co., Amarillo, Texas.

James F. Watson, Great Barrington, Mass., was elected president. John E. Murdock, Murdock Acceptance Co., Memphis, Tenn., continues in another term as one of the vice-presidents.



Reluctant Robert . . . Just sits and wishes he'd used FAR BRAND HAND CLEANER, to remove the grease and grime and paint from his hands.

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Farbach Manufactures Since 1889
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SELL DL ! USE DL !
IT'S THE FINEST WATERLESS
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MONEY CAN BUY!

My job is tough on hands and mine got rough and grimy from using gasoline and grit soap. Now I use DL Handi-Cleaner and it keeps my hands so soft and clean I recommend DL to every customer. Lanolin fortified DL is the *quickest* selling specialty I've ever sold and I like those *extra profits!*

Packaged in 14 oz., 3 lb., 5 lb., and 5 gal. containers.



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Georgian Asks Finance Companies: Why Stake Some Dealers You Do?

By JOHN H. LANDER*

President, Lander Motors, Inc. (Dodge-Plymouth), Atlanta, Ga.

IT HAS always amazed us how some finance companies will go along for months giving unlimited credit to a dealer who is known by his brother dealers to be worse than broke.

The day of reckoning comes, and another finance company eats the dirt of a wayward dealer who has no scruples and who gets out while the finance company holds the bag. This is bad for us and bad for you — yet it happens day after day throughout our industry.

When such a thing happens, who's to blame? Not the dealer group in the community, for they had no interest in the deal. Well, who then? I'll tell you very frankly that it's mainly your fault—and if the dealer in question is a new-car dealer, it is also the factory's fault. No finance company should enable a poor businessman to run a dealership, and no finance company should finance a dealer who will not conduct his business in an honest and above-board manner regardless of existing circumstances.

I further say that no factory should give a man its franchise unless it is absolutely positive that he has proven character of the highest degree, capability to successfully run an automobile business, and ample capital and credit to conduct his business on a sane basis and not have to resort to distress methods to run his dealership.

The Four C's — Character, Capability, Capital and Credit—are important to our business. The finance companies of America can, if they only will, guarantee that no one enters our business unless

he possesses the Four C's to the extent needed for his own particular business.

Good dealers cannot understand why finance companies will back men, primarily in the used-car business, who are known in their communities as incapable operators or as unscrupulous in their dealings with their customers, other dealers and their own finance backers. The continuous liquidation of such operations leaves a taint on our business that we resent. The usual losses to you in such operations must surely prove that you cannot gain anything by doing business with such dealers. Not only do you lose heavily financially, but you lose the respect of legitimate dealers where you operate.

Unfortunately, too, the above

type operator is many times allowed to conduct his finance business in such fashion as to actually steal from the customer by packing his finance charges, by using a high rate chart to the customer and discounting at a lower chart, by misrepresenting the entire transaction, both to the customer and the finance company — thus committing a double crime and casting a blight on our entire industry and on yours also.

If any of you follow this path in your greed for volume and profits, let me warn you that you will not be successful — your past customers and your former good dealers will soon be celebrating your failure. You can succeed only by following sound and ethical methods of business, and the same thing has proven true of the dealers who use such methods in their business operations.

Atwater Dies in N. C.

Luther E. Atwater, 76, of Atwater Motor Co., Burlington, N. C., died last month. He was said to be the sixth oldest Ford dealer in the state.

**Excerpts from an address before the annual convention of the American Finance Conference in Chicago November 18. Lander was a finance-company executive for eight years before entering the dealer field 24 years ago. The conference is composed of several hundred independent finance companies.*

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AMERICA'S FAVORITE!!

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(The finest Steel Pack straight thru muffler made)
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(Beats ordinary mufflers 3-5 times)
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16 ga. steel tube, all welded construction
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Newly-elected officers of the Automobile Trade Association of Maryland are shown during the recent convention (l. to r.): Thomas J. O'Donnell, secretary-treasurer; F. Colston Young, president; Mark R. Chenowith, vice-president; and J. Cavendish Darrell, manager. The convention was held this year in Baltimore. This was the annual business meeting for the election of officers. The group also has an outing each summer, usually in June at a coastal resort.



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*If it's made by Lee
it's a "Knock-Out"*

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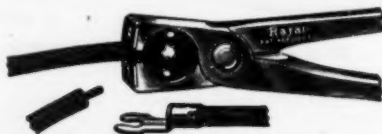


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MIRACLE POWER

In Gas and Oil every 1,000 Miles

Stops **DRY STARTING** Damage

1954 Sales May Top 5,000,000 Cars, L. L. Colbert of Chrysler Predicts

EXPRESSING confidence in continued good business throughout the American economy and in the automobile industry in particular, L. L. Colbert, president of Chrysler Corporation, last month predicted that passenger-car production and sales for 1954 would be in the neighborhood of 5,000,000 units, "and perhaps several hundred thousand more than 5,000,000."

In a talk prepared for delivery before the Pittsburgh (Pa.) Chamber of Commerce, Colbert said that



Mr. Colbert

if it turns out that this number of cars are built and sold during 1954, it will be the fourth time in history that the industry will have reached the 5,000,000 total.

He pointed out that whatever exact level of production may be achieved by the industry during next year and the next few years, "there is going to be competition for the favor of the automobile buyer — the like of which this country hasn't seen for nearly a decade and a half. The results of this competition, I can assure you, are going to be exciting."

To meet this increased competition, he stated, Chrysler Corp. has made extensive plans, and the recent agreement to purchase the Briggs automobile body manufacturing facilities is an indication of the way Chrysler feels about the future.

Colbert said his optimism for the future of the automobile industry is based on recently released figures that show a strong potential market for new cars and trucks.

He pointed out that 12,000,000 cars on the road today were built

before World War II, "and they are being scrapped at an ever-increasing rate. Three out of every four new cars sold today replace cars that are scrapped."

Market surveys have shown time after time, he declared, that most people who buy used cars tend to replace them every three or four years, on the average. "In 1950 and 1951, over 11,000,000 people bought new cars — and in 1954 a whopping big percentage of these people should be in the market for a new car. The cars that these people trade in are, fortunately, just the kind of used cars that are most in demand. The fact is that we don't have enough used cars of a certain vintage — four to 11 years old."

He said that 37 out of every 100 of the nation's farms do not have passenger cars; that 66 out of every 100 farms do not have trucks; that of every 100 families that own cars, 89 have only one car, and 17,000,000 American families have no car at all.

These and other facts point to the existence of a big, untouched market for motor vehicles, he said.

Willow Run Line Begins Hydra-Matic Output

PRODUCTION of Hydra-Matic transmissions at Willow Run began last month, twelve weeks after fire destroyed the transmission plant at Livonia, Mich., it has been announced by Harlow H. Curtice, president of General Motors.

Full-scale production at Willow Run, which is both a manufacturing and assembly unit, was expected early in December, Curtice said. Limited production of Hydra-Matics at the Riopelle Street plant in Detroit, which is exclusively an assembly operation, had been announced earlier.

Production at Willow Run was facilitated by the rebuilding of more than 2,300 machines from the Livonia plant, plus the addition of many new machines. A total of 356 machine-tool builders and 18 other General Motors divisions participated in the rebuilding.

Space equivalent to the Livonia plant was leased by General Motors in the Willow Run plant of Kaiser Motors Corp.

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RIDGEFIELD, NEW JERSEY

C. G. Conn, Jr., Pontiac dealer of Raleigh and treasurer of the North Carolina Automobile Dealers Association, gives the impressive membership totals for one of the six districts in the state with 100 per cent membership in both the state and national associations. The "GET" membership report was presented at the area chairmen day, held recently in Raleigh.

N. C. Dealers Adopt Safety Program

A THREE-PRONGED safety program, aimed chiefly at safety on the state's highways, was launched by the board of directors, safety committee and area chairmen of the North Carolina Automobile Dealers Association at their annual "area chairmen day" held in Raleigh recently.

Beginning January 1, association members will give free voluntary check-ups to customers' motor vehicles, it was announced by Safety Chairman T. A. Williams of Greensboro.

The association will urge members to join a "crusade for safety" which will involve signing a safe-

driving pledge. The association represents about 96 per cent of the automobile dealers in the state.

The third prong of the safety program is concerned with the promotion of safety in the shops and garages of association members and will begin immediately, Williams said. The association will cooperate with the state department of labor in an effort to reduce accidents in shops and garages, awarding plaques and other forms of recognition for outstanding accomplishments.

The dealers' free vehicle check-

up will cover lights, brakes, steering gear, windshield wiper and horn. The customer will receive a check-up sticker for his vehicle, approved by the state department of motor vehicles, which will serve as evidence to the traffic officers that the vehicle is in good driving condition. It will also serve as a reminder of when the next check-up is due.

Motorists who wish to join the "crusade for safety" will be asked to sign a safe-driving pledge and will be given membership emblems for their license plates.



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Best By Actual Test!

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"MOST CAR MAKERS DO"

McCORD - DETROIT

GASKETS—MUFFLERS—PIPES
OIL SEALS—RADIATORS

What Is to Be Done with "Junkers"? Here Is a Mississippian's Solution

WHAT to do with those junkers traded in for better used cars has always been a problem and a steady source of financial "loss" on every dealership's books. Hamrick Motor Co., Ford dealership at Greenwood, Miss., has worked out an answer which is proving increasingly satisfactory.

President L. Flowers Hamrick explained that moving the first and second units in a series of trades which usually begins when a new-car buyer trades in his car isn't the difficult job which always shows up when the last trade-in in the "wash out" is accepted on the lot.

Before World War II several car manufacturers had a junking fund. From his experience which began more than 30 years ago in this industry Hamrick began shortly after the war to include in the delivery price of every new car \$10 which was credited to a junker fund account.

"As we traded in cars in the jalopy class, we charged them off at \$50 each, although we might have \$50 to \$100 in them," he said. "We would wait until we got ten or 15 and then would sell them to a junk man who paid anywhere from \$11 to \$30 apiece."

They Could Be Stripped

Then a friend in the junk business in Chicago heard of one deal in which this dealership was paid \$175 for 15 units. He set Hamrick to thinking of setting up a lot from which certain usable parts could be stripped before the old cars were disposed of as junk.

A lot measuring 300 by 350 feet was bought and there the old crates and hopeless wrecks of newer models were allowed to accumulate. A white man and a Negro were employed to maintain it.

"We find we are working out twice as much income now as we used to, and the income is growing," the Mississippian said. "Our first month's sales were approximately \$500, while sales this past September totaled \$1,785."

Recoverable portions of the old cars are chiefly engines (which are frequently reconditioned in the Hamrick shop), frames, transmissions, hoods, fenders, doors, differentials and wheels. These are sold

to "shade tree" mechanics and individuals with their old cars which they themselves work on. Some of these are used in reconditioning better used cars on the Hamrick lot or sold to other dealers.

"This has enabled us to salvage more profit out of our trade-in," said Hamrick. "It gives us an outlet for that last trade-in, a non-salable car. This car should be taken off the highway and we do just that. By doing that we can advertise 'We sell the best and junk the rest'."

Stands Alone —Has no Equal



The original liquid metallic preparation for repairing cracked engine blocks, cylinders and valve ports.

MILLER MANUFACTURING CO.

Dept. 5A

Camden 5, N. J.

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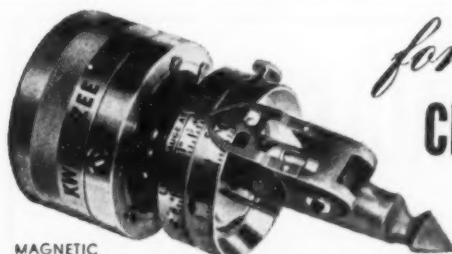


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... and you'll have a quality battery in EVERY price range... to meet ALL competition.

Write or Wire
ALLIED BATTERY COMPANY
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MAGNETIC
CAMBER, CASTER, TOE, MICROMETER

for Precision Wheel Alignment CHECK and CORRECT

with
KWIK-EZEE INC.

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THE
TAPERED
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Mrs. of Precision Wheel Aligning Products

Over-Production and Misleading Ads Condemned by Virginia Dealer Group

A RESOLUTION warning of the effects of "over-production and maldistribution" of new cars was adopted by the Automotive Trade Association of Virginia during its annual convention in Richmond last month.

The resolution urged a revision of production and distribution "to permit a reasonable profit to the dealers without forcing them to resort to misleading advertising and unethical merchandising methods."

Members of the association were asked to "refuse to use any type of advertising or sales programs that tend to destroy public confidence" in the dealers and their products.

Long-range planning is neces-

sary to alleviate the present used-car problem, said Harold J. Moye of Newton, Mass., a director of the National Automobile Dealers Association.

Moye advocated a "junker plan" to rid the roads of old cars and thus stimulate buying of new cars. His plan would call for the manufacturer and the dealer to split a \$200 payment to owners for junking each car.

"If production runs to 5,750,000 new units in 1954 — and if there is no change in buying habits — a lot of dealers are going out of business," said Frederick J. Bell, executive vice-president of NADA.

The only solution is to "find a realistic level of production" and to "create a will to buy among the

public," he said.

W. T. Robey, Jr., Ford dealer of Buena Vista, was elected president of the association. Other officers include: P. C. Duckworth, Lynchburg, first vice-president; John Swanson, Danville, second vice-president; W. D. Dunnington, Hopewell, third vice-president, and J. Roland Chapman, Richmond, secretary-treasurer.

Code of Ethics Adopted By Louisville Group

THE recently-organized Greater Louisville (Ky.) Automobile Dealers Association has adopted a code of ethics that specifies, "no member shall sell or cause to be sold for resale any new vehicle to a used-car dealer" in Jefferson County. The code also is designed to protect car buyers against misrepresentation and fraud.

William C. MacLean of George Byers & Sons is president of the association. Darrell Swope of Koster-Swope Buick is vice-president and G. Breaux Ballard, Jr., of Breaux Ballard Co. is secretary-treasurer.

No "Territory" Action Maryland Group Told

DEALERS throughout the country have rejected by an approximate 60-40 ratio any action by NADA on territorial security, Frederick J. Bell, NADA executive vice-president, told the convention of the Automobile Trade Association of Maryland last month.

F. Colston Young was elected president, succeeding Foster Talbott. Mark Chenowith was named vice-president and Thomas O'Donnell was chosen secretary-treasurer. (Photo on page 130.)



Don't break that bolt!

LOOSEN IT WITH

WRENCHO

Wrencho sells fast because it loosens rust-frozen nuts and bolts quickly. Special penetrating formula cuts through corrosion, saves wrenches and hands from damage.

Amazing Wrencho has gained great acceptance from service station operators and garagemen in just two years!



10 warehouses coast-to-coast
for fast service

**SERVICE
SUPPLY CO.**

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SERVO PRODUCTS are guaranteed automotive chemicals				SERVO	KI-MO	RE-MO	D-GRESO
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HEAVY DUTY
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STREAMLINED WITH A PURPOSE. They're re-designed — shorter, more compact — for greater efficiency, better balance, easier handling and greater convenience in close quarters. All the tried and proven SIOUX developments that have made them outstanding for their endurance, have been retained. SIOUX Heavy Duty Drills include sizes and capacities to meet all needs. For the most efficient and economical method of handling any drill job, you need SIOUX Drills.

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STANDARD THE WORLD OVER



MIRACLE POWER

In Gas and Oil every 1,000 Miles

Stops DRY STARTING Damage



Officers of the Oklahoma Automobile Dealers Association include (l. to r.): Mead Norton, Oklahoma City, NADA director; Secretary-Manager Roy Tant; Jerry Cravens, Oklahoma City, secretary-treasurer; Cal Newport, Hominy, retiring president; President Buster Doyle, Wewoka, and Chick Norton, Tulsa, first vice-president. About 400 attended the meeting.

Dealers Can Reverse "Blitz" Trend, Armacost Tells Oklahoma Convention

NEARING conclusion in an address in which he pleaded with his audience to "hold the line," halt the trend of "blitz" sales and adopt more conciliatory relations with factories, Robert S. Armacost of Kansas City, president of the Na-

tional Automobile Dealers Association, bluntly summed up their shortcomings for members of the Oklahoma Automobile Dealers Association in their convention in Tulsa Nov. 18-19.

"I don't like to say these things for I don't believe you like to hear them," he said, "but I have heard more griping in Oklahoma in the two days I have been here than I have heard in all the rest of the United States.

"You here in Oklahoma could change the trend in 30 days' time if you were willing to do so and if you believed in your fellow dealers.

"When we maintain retail prices like the manufacturer maintains wholesale prices, then we will have a business. Why can't we? Just because we don't want to, that's the only reason I can think of. One dealer thinks about this of another dealer who has cut prices: 'He can't do that to me; I'll go broke with him.'

"We have the bad habits of some bad years. We will have to forget about the net profits of the boom years. We will have to weed out the order takers among salesmen and among dealers. Sell your or-

ganization on the idea that your car is worth what you ask for it."

Earlier, Armacost had said that he never believed that volume was the answer to profit. And, recalling that all dealers and NADA would "resist to no end any attempt by anyone to reduce our historical discount," he added this comment.

"But we of our own accord go out and cut it ten to 15 per cent, just to take a deal away from a fellow and teach him a lesson."

Armacost and Walter B. Cooper, NADA director from Colorado who spoke on "Unhappy Highways," appeared at the concluding — and only open — session of the convention, the afternoon of the second day. The first day was devoted to dealer-factory group meetings. In their customary one closed session, the Oklahoma dealers discussed their licensing law, which is generally conceded to be a successful experiment, and territory protection.

Five zone vice-presidents were elected: John Byers of Tulsa, Fred Boston of Enid, Chick Coker of Oklahoma City, W. D. Phillips of Lawton and George Diddle of Shawnee.

Oklahoma City was chosen for next year's convention.



**IN HALF THE TIME!
GET "SOF GLO" OR "NO STREAK"**

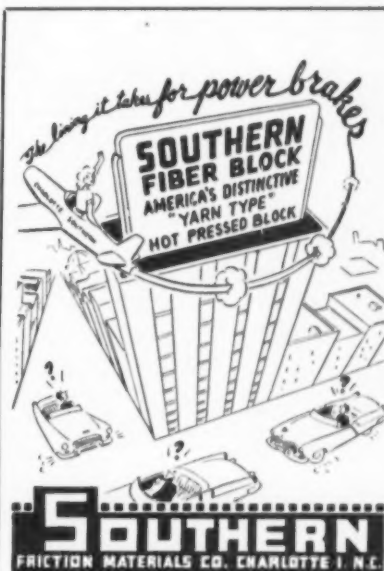
These amazing compounds leave cars lustrously clean, with a minimum of effort and cost! Finely blended and economically priced, these time savers help fatten your profits.

Auto Chem also offers you the ideal cleaner for motors and parts. Works fast and efficiently to remove grease, grime and ethyl deposits.

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Box 163

Decatur, Ga.



another

Belond
EQUA-FLOW

exhaust system!

SOUTHERN CALIFORNIA MUFFLER CO. Culver City 22, California

ADVERTISERS'

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A

AP Parts Corp.	130, 134
Aaron, Wesley O.	*
Accurate Parts Mfg. Co.	*
Accurate Weights Mfg. Co.	*
Acme Air Appliance Corp.	64
A. C. Spark Plug Division (Spark Plugs)	*
Advertising Council	*
Airtex Automotive Corp.	66
Alan Sales Co.	64
Albertson & Co.	134
Alemite Division	*
Allen Electric & Equipment Co.	19
Allied Battery Co.	133
American Brakeblok Division	*
American Hammered Division	*
Ammco Tools, Inc.	70
Ammerman Co., C. L.	132
Anderson, Andy	*
Andrews Mfg. Co.	80
Anthea Force Oilier Co.	*
Arco Co., The	*
Aro Equipment Corp.	*
Arrow Armatures Co.	*
Asbestos Mfg. Co., Second Cover	*
Associates Investment Co.	103
Auto Chem. Laboratories	135
Auto-Test, Inc.	*
Automotive Equipment Mfg. Co.	122
Automotive Sales Co.	2
Ayd Co., Don	116

B

Bacharach Industrial Instrument Co.	123
Bailey, David	126
Baker, Wm.	88
Banite Company	128
Barrett Equipment Co.	113
Bay Mfg. Co.	99
Baile, Harry	22
Bear Mfg. Company	22
Belden Manufacturing Co.	68
Bell, L. W.	106
Bell Co., Inc.	*
Bernard Co., J. C.	24
Bineant, A. E.	*
Black, R. S.	22
Bonney Forge & Tool Works	*
Boswell, L. B.	74
Bower Roller Bearing Co., Div.	*
Bowes "Seal Fast" Corp.	86
Bowles, Stanley D.	72
Bowling & Powell	135
Breeze Corporation, Inc.	127
Breuer Elec. Mfg. Co.	85
Brogan, E. J.	82
Brooks, W. S.	*
Buegler, Herman H.	*
Buettner, C. M.	82, 133
Buick Motor Division	16
Burk, B. B.	87
Butz, Sidney	*

C

Caphton & McEvoy	90
Casco Products Corp.	*
Cain, John H.	133
Carlton, W. M.	120
Caso, C. O.	*
Casite Division	3
Cedar Rapids Engineering Co.	75
Charlie James Co.	*
Champ-Items, Inc.	*
Champion Laboratories, Inc.	*
Champion Spark Plug Co.	6, 7
Chaney, W. C.	88, 106
Cherry Co., McEwen	74, 87
Chevrolet Motors Division	*
Chrysler Corp.	69
Chrysler Motor Parts Div.	83
Clark Co., Henry S.	89, 94
Cole-Herscoe Co.	105

Commercial Credit Co.	77
Copnell Co., J. S.	89
Copeland, Rudy	*
Craft, E. G.	*
Crane, Houston	134
Cranford, Barron	135
Cree, Herb M.	18, 127
Crutcher, Phil S.	106, 110
Cullins, R. B.	105
Curran Corp.	118
Curtis Pneumatic Mch'y. Co.	*

D

Damron, H. C.	2
Daniell, Johnnie	113, 130, 137
Davison, George	*
Dean, Cash	*
Delco-Remy Division	65
DeSoto Division	*
DiCello, Tony	*
Ditzler Color Div.	114
Doan Mfg. Co.	*
Dodge Division	*
Dole Valve Co.	74
Doring & Eyer	*
Douglass Muffler Co.	129
Dwiggins, Ford	130

E

E. A. Laboratories, Inc.	4
Eakin, Fred	18
Earl, John W.	*
Ebeling, P. H.	126
Ebert, Earl H.	99
Echlin Mfg. Co.	*
Eckart, Hugh R.	2, 134
Edwards-Dennis Co.	73, 87, 94, 110, 130
Egan Mfg. Co., H. B.	*
Eis Automotive Corp.	*
Electric Auto-Lite Co. (General Products)	14, 15
Electric Storage Battery Co.	*
Emorol Mfg. Co.	101
Etherton, Wayne L.	*
Ethyl Corp.	81

F

F & B Mfg. Co.	*
Farbach Chemical Co.	128
Federal-Mogul Service	5
Federated Metals Div.	84
Federated Mutual Implement & Hardware Insurance Co.	*
Field, Edw.	*
Fitzgerald Mfg. Co.	*
Ford Motor Co.	*
Fowler, Neal V.	130
Fram Corporation	*
Friedlander, Jack	*
Fritts, D. L.	99

G

Garberson, D. D.	130
Gardner-Merith	*
Gaulin, Joe	120
Gee-Cee Sales Co.	92
Gendil, Sam	22
General Elec. Co. (Lamps)	*
General Motors Corp.	*
General Sales Assoc.	107
Gille, Geo. & Sons	90

Glover, Chas. A.	*
Gojer, Inc.	120
Gordon, W. S. Jr.	*
Grant, R. B.	87, 90
Grantello Sales Co.	66, 87, 127
Green, Paul B.	135
Green, Wm.	99
Greenfield Sales Co.	*
Grey-Rock Division	*
Griffin Lamp Co.	*
Griszly Mfg. Co.	*
Guide Lamp Division	121

H

Hardin, L. R.	*
Harvey-Merrithew	*
Hastings Co., The	124
Hastings Mfg. Co. (Piston Rings) .. Third Cover (Filter Division)	*
Heard, W. G.	*
Heath, Geo. D.	112
Heckethorn Mfg. & Supply Co.	*
Henderson, Paul J.	*
Herbrand Division	89
Hershey, Maxim	*
Hester Battery Mfg. Co.	111
Hertzberg, Sam	110, 133
Hirsig & Co., Lawrence M.	28, 73, 80, 130

Hirsig-Frazier Co.	22, 66, 112, 118, 130
Hodgman Rubber Co.	92
Hoehler, E. M.	18, 66, 101
Hoffman, A. W.	78, 128
Hogan, Ralph	*
Holland, T. F.	*
Hotel Biscayne Terrace	*
Huber, Jerry & Sons	24
Hudson Motor Car Company	*
Hughes, T. D.	127
Huot Mfg. Co.	72
Hutchens, Harry C.	*
Hutto, Vaughn	*
Hyatt Bearings Division	*

I

Imco Mfg. & Sales Co.	66, 126
Ingersoll-Rand Co.	109

J

Jackson, Chas.	120
Jackson, Eugene	*
Jackson, S. J., Jr.	*
Janeway-Zwiesler	*
Jayne, Albert	132
Johns-Manville Corp.	20, 21
Johnson Bronze Co.	*
Johnson, Dean	*
Johnson, Harvey	90
Johnston Mfg. Co.	13
Jolly Sales Co., John T.	112
Jones, Heyward	78, 128
Jones, Stafford	*

K

K-D Lamp Company	*
K-D Mfg. Company	*
Katz, Warren and Associates	*
Keen, Guy C.	*
Keller, F. J.	23, 106, 113
Kelly, I. D.	64, 105
Ken-Tool Mfg. Co.	132
Kent-Moore Organization, Inc.	91
Kester Solder Co.	*
Kidder, Martin	*
Kitchens, William	99
Kneavel, W. S.	105
Kwik-Ezee, Inc.	133

L

Laher Battery Prod. Corp.	2
Laher Spring & Tire Corp.	*
Laher Tire & Rubber Co., Inc.	*
Lamb Co., Russ	*
Lamson & Sessions Co.	*
Lapp, Wm. R.	113
Lasco Brake Products Corp., Ltd.	*
Leahy, Edw. T.	*
Lee Co., K. O.	130
Libbey-Owens Ford Glass Co.	117
Lillmar, E. G.	23
Lincoln Engineering Co.	23
Lindsay, H. S.	*
Link & Chambers Sales Co.	132
Lisle Corp.	106
Litho-Paint Poster Co.	8
Longdon, Stan.	72
Lovelady, J. W.	80
Lynn & Hemphill	*
Lutz, W. O.	80

M

Major, Jan.	*
Mallory Electric Corp.	10, 11
Manley Division	119
Manley Valve Corp.	*
Marquette Mfg. Co.	*
Master Parts Division	22
Maupin, Frank E.	*
Maynard, W. P.	66
Means, Paul B.	78
Meggison, Co.	*
Merrymann, Frank	128
McClintock Sales Co.	64
McColpin-Christie Corp.	108
McCord Corporation	132
McDonald & McPherson Co.	112
McGruder, C. R.	*
McHugh, Henry	*
McQuay-Norris Mfg. Co.	*
Miklie, Lewis	89
Miller Mfg. Co.	133
Miller Sales Co., Jess	78, 106, 128
Minnich, W. E.	110
Miro-Flex Co., Inc.	110
Monkey Grip Sales Co.	82
Monroe Auto Equipment Co.	87
Moore Industries, Inc.	9
Morley, Chas. C.	82
Mosher, W. A.	78

N

National Machine Works	94
National Motor Bearing Co., Inc.	18
Neo-Dyno Sales Division	*
New Britain Mach. Co.	24
Nicholson, Harry	73
Niehoff & Co., C. E.	*
Norton, K. W.	102
Nowlin, Frank	105
Nuckols, Nall	120

O

Oakite Products, Inc.	25
Oldsmobile Division	138
Oleson, Don	106
Owatonna Tool Co.	93
Owen, J. C.	*

INDEX

The Advertiser's Index is published as a convenience, and not as a part of the advertising contract. Every care will be taken to index correctly. No allowance will be made for errors or failure to insert.

P

Packard Elec. Division *
Page, Arthur 120
Parker, Grey 134
Patton, Max *
Perfect Circle Corp., Front Cover
Perfect Equip. Co. 78
Permatex Co., Inc. 1
Perryman, J. R. 91
Peterson, S. A. *
Peterson Welding Laboratories
Inc. 116
Petroleum Chemicals Co. *
Petroleum Solvents Corp. *
Poag, John R. *
Polansky, Max *
Porter-Littell *
Porter Muffler Mfg. Co., Inc. *
Poynter, L. A. 130
Price Battery Corp. 95
Proto Tools *
Pullman Vacuum Cleaner
Corp. 137
Pyroil Co. 112

Q

Quaker Supreme Chemical Co., 130

R

Rajah Company 130
Ramsey Corp. Fourth Cover
Rankin, Jas. W. 113
Raskin, David 134
Raybestos Division *
Reading Batteries, Inc. *
Rislow, V. P. *
Ritter, Reed 130
Robertson, Wm. H. 113
Robinson, E. F. *
Rogers, H. M. (Buck) 72
Rose, Troy *
Roy & Heffner *
Russell, H. E. 102
Russell, W. F. *
Rust Master Chemical Corp. 73

S

Sabourin, Joe *
Sanderson Co., Geo. 74, 110, 134
Saunders, J. Paul 126
Schnair, Harold *
Seaboard Ind. 23
Sealed Power Corp. 26
Sears, Ben *
Service Supply Co. 134
Shamer, Sam *
Shiplett, F. P. *
Shipp-Payne 73, 94, 102
Shure Mfg. Corp. 90
Signa-Craft, Inc. 106
Smith, Don 106
Smith, Marle *
Smith, Ray 107
Snyder, W. A. 90
Soltzman, Harry *
Sorenson Mfg. Co., P. 104
Southern Automotive Journal *
Southern California Muffler
Co. 135
Southern Friction Materials
Co. 135
Southern Sales Co. 72, 105
Southern Sales Agency 74
Sparks, Chas. L. *
Sparkler Mfg. Co. *
Sparks-Withington Co. *
Stadoll Mfg. Co. 126
Standard Coating Corp. 131

Standard Factories, Inc. *
Standard Motor Products 115
Stant Mfg. Co., Inc. *
Stewart-Warner Corp. *
Storm-Vulcan, Inc. *
Studebaker Corp. 63
Styron & Assoc., Art 2, 134
Sugge, J. M. *
Supco Division 106
Swanman, M. H. 106
Sykes, Carl & Sons 104, 137

T

Tapp, James F. *
Tate, J. R. 94, 134, 135
Texas Company 71
Thermoid Co. 12
Tide Water Associated Oil Co. *
Timken Roller Bearing Co. *
Treasury Dept. *
Trico Products 76
Tung-Sol Electric, Inc. 76
Turner Mfg. Co. 126
Tuttle Co., L. D. 84, 133, 137

U

U. S. Spring & Bumper Co. *
United Motor Service *
United States Treasury *
Universal Underwriters
..... 139, 140, 141, 142

V

V. M. C. System 125
Valley Mfg. Co. *
Van Cleef Bros., Inc. 105
Vaughn, B. M. & Co. 135
Vellumoid Company *
Victor Mfg. & Gasket Co. 17
Vitalic Battery Co. 133
Virginia-Carolina Chemical
Corp. 107
Vogel & Swygard Assoc. 107

W

Wadsworth, F. L. Jr. *
Wagner Electric Corp. 67
Walker, A. J. *
Walker Mfg. Co. 105
Walker, Sidney 105
Wallace, Stanley K. 105
Ways, A. A. 101
Whelan Co., H. H. 101
Wilkins, Wayne 134
Wilkinson-Wilcox *
Willard Storage Battery Co. 79
Williams, Frank H. 64, 82
Williams, Holmes C. *
Williams, N. A. 78, 120, 127, 132
Williams, Wyvel T. 126
Winona Tool Mfg. Co. 88
Wix Corp. *
Wixson, Ronald H. *
Wooster, Rubber Co. *

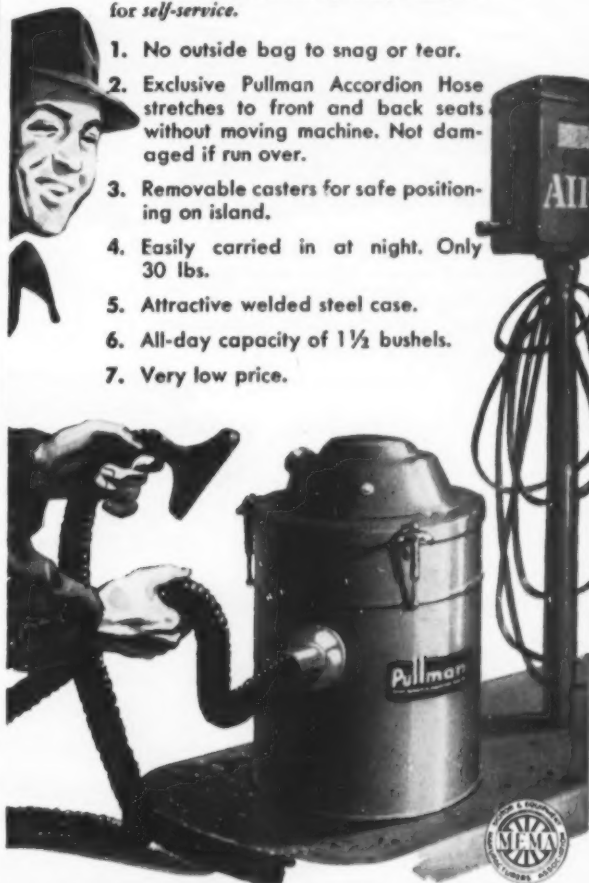
Y

Yankee Metal Products 102

Pullman Self-Service AUTO-VAC WITH ACCORDION HOSE

Vacuum service (just like free air) gets and keeps customers. Install a Pullman AUTO-VAC, the only vacuum specially designed for self-service.

1. No outside bag to snag or tear.
2. Exclusive Pullman Accordion Hose stretches to front and back seats without moving machine. Not damaged if run over.
3. Removable casters for safe positioning on island.
4. Easily carried in at night. Only 30 lbs.
5. Attractive welded steel case.
6. All-day capacity of 1 1/2 bushels.
7. Very low price.



Mfr: PULLMAN VACUUM CLEANER CORP., BOSTON 19, MASS.

Pullman Vacuum Cleaner Corp., Boston 19, Mass.

Without obligation to myself please have my local jobber give me a five-minute demonstration of the Pullman AUTO-VAC.

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COMPANY _____

STREET _____

CITY _____

ZONE _____

STATE _____

A "ROCKET"
for every **POCKET!**

Oldsmobile dealers

cover the market!

...with Three Power

Stars in three

different price ranges!



Oldsmobile Ninety-Eight—designed for those who seek modern Classic excellence in a fine car. Here is dramatically different Power Styling... plus the superb performance of a mighty "Rocket" Engine!



Super "83"! Hottest number in the medium-price field! Flashing 165-horsepower "Rocket" Engine teams with other great Oldsmobile power and styling features... makes this dashing performer the Big Power Buy of the year!



DeLuxe "88"! Popular powerhouse—just a shade out of the lowest-price field in cost... and way ahead in performance and luxury! Here's Oldsmobile value that puts "Rocket" ownership within everybody's reach!

*... and all priced
lower than
most people think!*

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CORDIALLY INVITES...



**ALL AUTHORIZED DEALERS,
N.A.D.A. OFFICIALS,**

Our Many Other Friends
in the Automotive
Industry Attending the
N.A.D.A. Convention
— and Your Ladies —

to

OPEN HOUSE

Monday, January 11 from 6:00 to 9:00 P. M.

at

isle de Capri Hotel and Yacht Club
7900 Harbor Island, Biscayne Bay
Miami Beach

ENTERTAINMENT



MUSIC

SPECTACULAR WATER SHOW

LATIN AMERICAN BAND

in Glamorous Golden

Spectacular WATER SHOW

A Ten-piece Latin-American band will create a rhythmic background for a spectacular Water Show. A cast of twenty, including swimming and diving champions and famous aquatic stars, will flash through sixteen brilliant acts.

Features include Water Ballet by lovely Aqua Belles. Fancy diving and underwater swimming. The Aqua Maniac comedy divers. The Amazing Houdini underwater sack escape. Alligator capture. Water Jewels — fluorescent water ballet in the dark. The Human Fish.

Vocalists and a Latin-American dance team will add variety to the program.



Universal Co

HOME OFFICE: R. A. LONG BUILDING

Miami

Universal Underwriters



Beautiful isle de Capri

HOTEL AND YACHT CLUB
7900 HARBOR ISLAND, BISCAYNE BEACH
MIAMI BEACH

Where the spirits of Romance and Beauty weave enchantment—for an experience you will long remember.

Isle de Capri is not far from N.A.D.A. headquarters. From the Municipal Auditorium, go two blocks east to Collins; then north to 71st Street and west to 7900 Harbor Island, Biscayne Bay, Miami Beach.

Be there! From 6:00 to 9:00 Monday evening, January 11.



Underwriters

D G • KANSAS CITY, MISSOURI



OPEN HOUSE

MONDAY, JANUARY 11
6:00 to 9:00 P. M.
for

Authorized Dealers,
Officials of N. A. D. A.
and our Many Other
Friends in the
Automotive Industry
attending the
Convention
•
—and
Your Ladies!!



Universal Underwriters



In the Authorized Dealer's Source of Specialized Insurance Protection

Universal Underwriters' plan of insuring only Preferred Risks—Authorized Automobile Dealers EXCLUSIVELY—gives you double benefits. You have the soundest, most adequate insurance protection and a substantial part of your premiums is returned in dividends.

Universal Underwriters has returned to policyholders over \$10,889,217.00 in dividends.

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